No Quarantine, Is It Safe to Travel?

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ARTICLE INFORMATION

ABSTRACT

One of the sectors most affected by the Covid-19 pandemic is tourism, especially because of the quarantine policy. The quarantine policy is considered an effective strategy to prevent and control the transmission of COVID-19. Quarantine refers to efforts to identify exposure to Covid-19 in a person by segregating and restricting movement. The public hope that the tourism sector will soon improve with the elimination of the quarantine policy. The removal of the quarantine policy as a form of leeway is considered to be able to increase people's intention to travel and boost economic recovery. However, some experts argue that this policy is less effective because people still have concerns over the unexpected emergence of new variants of Covid-19. This explanatory study aims to analyze the perception of quarantine elimination effect on attitude and travel intentions. The study used a survey as the data collection method. The results showed that perceived risk negatively affects tourists' attitudes toward quarantine elimination policies and travel intentions. The tourism provider needs to comprehend tourists perceived risk and be capable of giving valuable information to reduce the risk perception.

Keywords: Attitude, Covid-19 Post-pandemic, Elimination of quarantine, Perceived risk, Travel intention

INTRODUCTION

Coronavirus disease 2019 (COVID-19) is a highly contagious viral disease caused by SARS-CoV-2, causing a global health crisis (Cascella, Rajnik, Aleem, Dulebohn, & Di Napoli, 2022). The World Health Organization (WHO) reports that as of August 22, 2022, Covid-19 has spread to 223 countries, with more than 598 million cases and 6.4 million deaths reported globally (WHO, 2022). This pandemic increased morbidity and mortality and negatively impacted global economics (Lazarus et al., 2021; Utama et al., 2022).

Most countries have imposed lockdowns to control and slow the transmission of COVID-19 (Banks & Xu, 2020; Di Domenico, Pullano, Sabbatini, Boelle, & Colizza, 2020; Armbruster & Klotzbücher, 2020). As Covid-19 cases have dropped, some countries have eased lockdowns but imposed quarantines (Shah, Shah, & Shah, 2020), both at the level of domestic and foreign visits. Quarantine refers to the separation and restriction of the movement of people to identify and observe exposure to the virus, thereby minimizing the person's interaction with others and preventing the spread of the virus (Centers for Disease Control and Protection, 2020). Generally, quarantine is mandatory for migrants from outside the region or abroad, and the duration is at least 14 days. Most people consider quarantine policies to be an effective strategy for preventing and controlling the transmission of COVID-19 (Guillon & Kergall, 2020).

The quarantine policy impacted the tourism industry (Altuntas & Gok, 2021). This policy has cost consequences for travelers, both monetary and non-monetary costs, such as loss of time and stress (Qiu et al., 2020; Baum & Hai, 2020). The emergence of these costs affects the declining number of domestic and foreign tourists (Rutynskyi & Kushniruk, 2020; Tsui, Fu, Chen, Lei, & Wu, 2021). The prolonged impact of the Covid-19 pandemic has caused economic actors to demand that the government make policies (Brammer, Branicki, & Linnenluecke, 2020). Currently, some countries, including Indonesia, have reduced the duration of quarantine days, and some have even removed quarantine.

Given the worldwide pandemic, the decision to travel involves risk, not only because of the unpredictable conditions that the traveler may experience in their destination but also due to the potential adverse effects of their choice (Chang, 2009). For some people, the policy of quarantine removal is encouraging because it will restore economic and social problems. Some have suggested that quarantine removal was a hasty decision due to concerns about the emergence of new variants of Covid-19 (Vasiljeva et al., 2020). In other words, the travel quarantine removal is perceived as a potential risk People argue that until vaccines are widely deployed, they still have a high potential to infect Covid-19. Entering a region freely without quarantine will expose the region to asymptomatic people and potential new variants of the Covid-19 wave. Moreover, it will contribute to new infectious transmission.

According to some research, perceived risk is one significant factor affecting people's travel decisions (Rahmafitria, Suryadi, Oktadiana, Putro, & Rosyidie, 2021; Bratić et al., 2021). Understanding how perceived risk affects tourist decision-making can be analyzed by integrating tourist attitudes. Attitude is believed to have a significant role in linking people's thoughts and actions (Fishbein & Ajzen, 1980). People's attitude is influenced by their perception (Tasci & Sönmez, 2019) and determines whether they will react favorably or unfavorably to specific situations, including their holiday plans (Han, 2015).

Although the perceived risk, attitude, and travel intentions relationship has been widely studied in tourism and hospitality (Boguszewicz-Kreft, Kuczamer-Kłopotowska, & Kozłowski, 2022; Sánchez-Cañizares, Cabeza-Ramírez, Muñoz-Fernández, & Fuentes-

García, 2021; Dash, 2021), the perceived risk toward travel quarantine policy removal needs to be observed. As one of the most favorable tourist destinations in the world, Indonesia is at high risk of Covid-19 transmission, which will pose a risk to tourism activities. Since tourism is one of the vital revenue contributors of the country, the tourism stakeholder must comprehend tourist travel behavior during the pandemic. The study results are expected to be the basis for making appropriate and effective policies. Also, to accommodate economic improvement and prevent the spread of Covid-19. In addition, the results of this study will contribute to developing scientific concepts about tourism in the post-pandemic period.

LITERATURE REVIEW

Perceived Risk

The possibility of losing something valuable, exposure to the case of harm or loss, hazard or danger chance describes as risks (Wilson, Zwickle, & Walpole, 2019). Individuals consider perceived risk in a particular context when they judge the uncertainty and unfavorable effects of consumption, engaging in a specific activity, or adopting a particular way of life. Most researchers focus on perceived risk rather than objective or real risk, as people are more concerned with specific potential outcomes (connected to themselves) than the overall outcome (Yang & Nair, 2014).

Perceived risk act as one of the vital element in consumer decision-making. When consumers believe that there is a greater level of risk involved in a specific product, service, or purchase decision, they are inclined to conduct more thorough information gathering, thoughtful consideration, and assessment before reaching a decision (Aryani et al., 2022). Depending on the categories of risk seen, perceptions of risk can vary. Consumer behavior literature has identified seven different categories of risk (Cui, Liu, Chang, Duan, & Li, 2016) that is financial (losing or wasting money if the service is ineffective), functional or performance (not performing, failing to provide benefits to customers, and failing to fulfill the customers' demands), physical (causing harm or illness), social (losing status), psychological (damaging one's self-image or reflecting adversely on one's personality), satisfaction (not providing satisfaction), and time (wasting time).

Several studies investigate the idea of perceived risk in the tourism industry (Matiza & Slabbert, 2021; Rather, 2021; Caber, González-Rodríguez, Albayrak, & Simonetti, 2020). How travelers perceive risk is affected by natural catastrophes, political upheaval, war, terrorism, and diseases (Yozcu & Cetin, 2019). According to Çakar (2021), individuals who perceive a high level of risk due to the negative consequences and severe outcomes of crises tend to gravitate towards safer or familiar destinations that are less affected or deemed less risky. In times of crisis, travelers' responses display a more diverse pattern rather than a uniform one, influenced by variations in personal characteristics and preferred destination attributes. The extent to which individuals perceive travel risk or fear shapes their responses during crises.

Perceived risk also has a connection to the destination image. A study by Rather and Najar (2022) showed that perceived political risk has a negative effect on both the cognitive and affective image of a destination. Terrorism or political issue is considered threatening, putting tourist safety and security in danger. Risk has been acknowledged as a significant issue, especially for anyone who travels internationally (Rahman, Gazi, Bhuiyan, & Rahaman, 2021). Perceived risk has the potential to undermine individuals' travel plans.

COVID-19 has harmed many sectors, such as the economy, food supplies, entertainment, education and health systems, and politics. Health experts argue that to lower the transmission number of Covid-19 is by implementing public health interventions, that is, quarantine. As the COVID-19 contagion rate decreased, many countries removed the quarantine policy. However, many people worry that even though the number fell off, there is a possibility that the new variant exists and suffers asymptomatic people.

According to Bae and Chang (2021) study of South Korean COVID-19 risk perceptions on their intention toward "intact tourism" during the first wave of the epidemic, risk perception had a significant and detrimental impact on behavioral intentions. Neuburger and Egger (2021) noted that visitors' intentions to postpone or forego travel to locations where this view positively impacted COVID-19 cases. Perić, Dramićanin, and Conić (2021) categorized the perceived risks that impact Serbian tourists' travel intentions amidst the COVID-19 pandemic into five groups: health risk, psychological risk, financial risk, destination risk, and travel risk. These risks have the potential to undermine individuals' travel plans.

It is crucial for tourism stakeholders to comprehend tourists perceived risks in order to customize their marketing strategies, communication approaches, and support systems to effectively address those concerns. By supplying pertinent information, fostering trust, and minimizing perceived risks, tourist stakeholders can positively impact tourist decision-making processes, thereby enhancing the chances of them purchasing or engaging with the products or services being offered.

Attitude
Attitude describes a person's feelings about a particular behavior. The Theory of Planned Behaviour (TPB) proposed by Ajzen (1991) suggests that an individual's perception and inclination towards a specific action is influenced by their personal beliefs concerning that action. According to Schiffman and Kanuk (1994), a tourist's attitude is the psychological tendencies that are demonstrated by their positive or negative judgments of other visitors when they engage in particular actions. Tourists that have an unfavorable attitude toward the elimination of the travel quarantine policy may have less intention to travel.

A study by Rather (2021) showed that tourists assume they jeopardize their health condition by the Covid-19 infection if they choose to travel. Individuals who already prioritize factors such as health, hygiene, and mental well-being are anticipated to perceive the existing health risk at a significantly elevated level (Bhati, Mohammadi, Agarwal, Kamble, & Donough-Tan, 2021). The health risk in the pandemic creates fear and pessimistic feeling, which contribute to the negative attitude toward the intention to travel.

One theory that explains the relationship between health risks, attitude, and behavior is Protection Motivation Theory (PMT) (Rogers, 1975). The theory suggests that engagement in protective behaviors is determined by two processes: coping appraisal and threat appraisal. Individuals are inclined to adopt protective behaviors as an adaptive response when they perceive a threatening event. This inclination arises when they believe that not taking action would pose a threat to themselves (high threat appraisal) and that performing the protective behavior would reduce or alleviate that threat.

A study by Seong and Hong (2021) exposed that perceiving the risk of COVID-19 acts as a limiting factor that has a detrimental impact on psychological aspects at the individual level, including attitudes and perceived behavioral control concerning visits to national parks.

Travel Intentions

As behavioral intention, travel intention is the subjective likelihood that a consumer will or will not perform specific actions associated with a tourist product and service (Rastegar, Higgins-Desbiolles, & Ruhanen, 2021). It is seen as the result of a mental process that converts motivation into action. Based on their intentions, tourists' behavior is typically predictable (Soliman, 2021). Numerous academics concur that understanding the underlying components that influence tourists' behavioral intentions might assist in shedding light on the decision-making process (Han et al., 2020).

The probability of traveling is significantly influenced by perceived risk and safety. Potential travelers have four options when a destination seems risky (Wen, Kozak, Yang, & Liu, 2021), that is (1) pursue their trip plans, (2) change their destination, (3) alter their travel behavior, or (4) get more information if they decide to proceed with their travel plans. Destinations considered overly risky may be unappealing and be dropped from consideration (Villacé-Molinero Fernández-Muñoz, Orea-Giner, & Fuentes-Moraleda, 2021). Cahyanto, Wiblishauser, Pennington-Gray, and Schroeder (2016) demonstrate that both the perception of risks associated with travel and personal attitudes toward the epidemic significantly influence tourists' intentions to travel. This includes decisions about traveling alone or with their families and selecting specific types of accommodation.

Based on the above, this study proposes the following hypotheses:
H1: Tourist risk perception towards the elimination of quarantine policy has a negative effect on travel intention
H2: Tourist risk perception towards the elimination of quarantine policy has a negative effect on tourist attitude
H3: Tourist attitude has a positive effect on travel intention

RESEARCH METHOD

Variable Measurement
The study used a questionnaire survey method to gather needed data. The survey asked about demographic information and measurement of perceived risks, attitudes, and travel intention. All questionnaire items draw from existing worldwide literature and references to guarantee their content validity. The questionnaire was modified following the COVID-19 guidelines to make it simple to comprehend and complete.

Data Collection and Sampling Frame
This study used online surveys using Google Forms and forwarded through WhatsApp. The study period was between February and March 2022. In total, the study gathered one hundred and fifty responses. Table 1 displays the demographic details of the samples.

Table 1. Demographic profile

	N	Percentage (%) of the total sample
Gender		
Male	62	41.3
Female	88	58.7
	150	100
Age (in years)		
17 - 24	24	16
25 - 32	37	24.7
33 - 40	62	41.3
>40	27	18
	150	100
Monthly allowance (in IDR)		
< 2 million	33	22
2 – 3 million	39	26
3 – 5 million	42	28
> 5 million	36	24
	150	100

Of the 150 respondents, 58.7% were female. The majority of respondents were between the ages of 33 and 40 years (41.3%), followed by those between 25 and 32 years (37%). Most of the respondents' monthly allowance was 3-5 million IDR (28%). The overall questionnaire is representative since the electronic questionnaires cover a wide range of regions.

Data Analysis
SEM techniques are often advantageous for assessing hypotheses and constructing measures (Henseler, Hubona, & Ray, 2016) since they enable researchers to analyze or alter theories/models (Schubring, Lorscheid, Meyer, & Ringle, 2016). When verifying a theory and relationships, a covariance-based SEM (CB-SEM), which focuses on measurement errors, is chosen among the two primary SEM methodologies (Hair, Ringle, & Sarstedt, 2011). The second popular SEM method is PLS-SEM, which aids in evaluating both the simple correlations between indicators and latent components (Sarstedt, Ringle, Henseler, & Hair, 2014). It is important to note that PLS-SEM is flexible in modeling research constructs, in contrast to CB-SEM, which requires rigid and stiff assumptions of theory (Astrachan, Patel, & Wanzenried, 2014). When attempting to expand existing structural theory, PLS-SEM is preferable over CB-SEM (Hair et al., 2011). The PLS-SEM methodology and approach help test a complicated model because the goal of the analysis is "prediction accuracy" (Hair, Matthews, Matthews, & Sarstedt, 2017). However, PLS is also suitable for exploratory and confirmatory investigations (Dash & Paul, 2021) since it is an effective method for assessing complicated and substantial interactions with numerous conceptual links and items. For this reason, the study uses PLS-SEM analysis and utilizes WarpPLS Ver.8.0 software.

<div align="center">

RESULTS

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Measurement Model
Before testing the relationship between variables, this study assesses the reliability and validity of the data. Cronbach's alpha and composite reliability (CR) were used for the reliability test. The study examined the outer/item loadings and composite reliability (CR) to assess reflective measurement items. Table 2 shows all items have outer loadings significantly higher than the minimum requirement of 0.60. All constructs have substantial

internal consistency and reliability, as the CR values indicate. The AVE values are significantly higher than the minimal level of 0.50, demonstrating convergent validity for all research constructs.

Fornell and Larcker (1981) and the cross-loading criterion were used to evaluate the discriminant validity (Chin, 1998). The correlations between the latent constructs in Table 3's off-diagonal values demonstrate discriminant validity. Tables 2 and 3 loadings show a higher value than other constructs across the columns.

Table 2. Construct Validity

	Loadings			AVE	CR	Cronbach Alpha
	PR	Att	Int			
Perceived Risk				0.665	0.856	0.747
PR1	(0.829)	-0.084	0.000			
PR2	(0.791)	0.343	0.009			
PR3	(0.825)	-0.244	-0.009			
Attitude				0.644	0.844	0.722
Att1	-0.275	(0.758)	-0.007			
Att2	0.449	(0.795)	-0.056			
Att3	-0.175	(0.851)	0.059			
Travel Intention				0.659	0.852	0.738
Int1	0.012	0.215	(0.719)			
Int2	-0.020	-0.146	(0.874)			
Int3	0.010	-0.032	(0.834)			

Table 3. Discriminant Validity – Fornell-Larcker Criterion

	PR	Att	Int
PR	(0.815)	-0.684	-0.618
Att	-0.684	(0.802)	0.562
Int	-0.618	0.562	(0.812)

Structural Model

The next stage is to review and evaluate the relationships in the structural model after the measurement items have been evaluated and found valid and reliable. The primary steps are to determine the importance of the path coefficients and to analyze the structural model in PLS-SEM. Estimates are derived for the structural model relationships (the path coefficients) that suggest the relationships between the study constructs according to the PLS-SEM algorithm, as well as for the level of the R^2 values and the Q^2 predictive relevance (Table 4).

Table 4. R^2 and Q^2

	R^2	Q^2
Att	0.487	0.485
Int	0.491	0.491

The p-value for the three primary criteria is significant at 0.01 for APC = 0.479, ARS = 0.489, and AARS = 0.484. High predictive power was demonstrated by the Tenenhaus goodness of fit model (GoF = 0.566). The t-test with a 1% alpha level was used to examine the hypotheses. The strength of the link is categorized as strong, moderate, or

weak based on the R^2 value. According to the findings, attitude $R^2 = 0.487$ and travel intention $R^2 = 0.491$ are moderate. Figure 1 depicts the structural model.

Figure 1. Structural Model
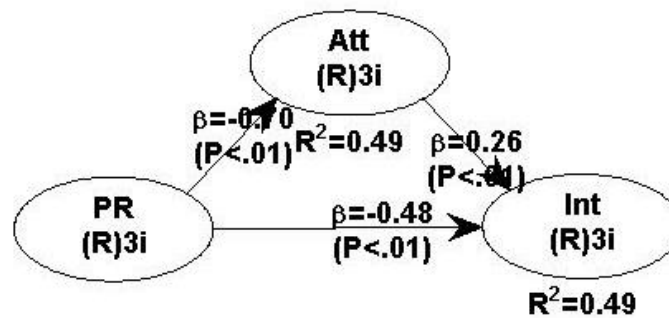
H1, which proposes that tourist risk perception towards the elimination of quarantine policy negatively influences travel intention (path coefficient -0.483); H2, which proposes tourist risk perception towards the elimination of quarantine policy negatively influences tourist attitude (path coefficient -0.698) and H3, which proposes attitude positively influences travel intention (path coefficient 0.255) were supported.

DISCUSSION

Although much research is on perceived risk, attitude, and travel intention, few concentrate on how tourists perceive the risk of government policies that eliminate quarantine. The tourism industry needs to examine how perceptions of risk regarding quarantine removal and attitudes affect travelers' intentions to travel. According to the study, perceived risk, attitude, and travel intention are all significantly correlated. The tourism industry needs to examine how perceptions of risk regarding quarantine removal and attitudes affect travelers' intentions to travel.

According to the study, perceived risk negatively correlates with attitude and travel intentions. The COVID-19 pandemic affects people's health, attitudes, perceptions, and psychological states (Roy et al., 2020). As the number of Covid-19 cases in many countries is inclining, the government is taking serious action to eliminate the travel quarantine. The action was taken to evoke economic stability because it is expected to positively affect the business and tourism sectors. On the other hand, some tourists consider the action will expose them to risk. It is based on the sense that Covid-19 has an incubation period of five days. It is challenging to recognize contagious tourists because the symptoms will show within eleven days. It means the tourist will be susceptible to Covid-19 and escalate their potential risk perception.

The perceived risk of eliminating quarantine impacts tourist attitudes and intention to travel. Ritchie and Jiang (2019) argue that disasters, whether natural or caused by human activity, typically negatively impact destination images and that travelers naturally steer clear of places they view as unsafe or risky. In general, earlier research has demonstrated that tourists' intentions to travel are negatively impacted by perceived risk (Noh & Vogt, 2013), including the risk associated with popular tourist destinations vulnerable to global shocks brought on by health crises.

Based on the broad scope of the literature and the current pandemic, it is reasonable to assume that the perceived risk associated with the COVID-19 virus may make the global tourism industry more vulnerable to a heightened estimation of perceived risk following

the pandemic, potentially affecting the recovery of the global tourism in the short-to-medium term. Under the context of current tourist research, this issue has grown urgent. The tourist demand side as well as the supply side provides a variety of challenges to the global tourism industry. As a result, a concerted multi-stakeholder approach is needed to address both the supply and demand sides of the tourism industry to help it recover.

CONCLUSION

The practical standpoint identifies that the above relationships may contribute to a better understanding of the impact of risk perception on quarantine elimination policy, attitude, and intentions to travel. Tourists' perceptions of travel risk may influence their intentions and likelihood of visiting a destination. These issues are essential for understanding the marketability of tourist destinations and reflect destination characteristics that are important to tourists. Marketers, tourism providers, and government can encourage potential tourists to travel by decreasing the perception of travel as risky. The perception of the high risk associated with international travel can have a devastating effect on not only tourism but also the entire region. The empirical finding might be valuable for risk management and tourism. Theoretically, this study contributes to a better understanding of the risk perceptions associated with the travel quarantine elimination policy. The study suggests a significant relationship between travel risk perceptions, attitude, and intention.

Understanding the perceptions of travel risk and anxiety of potential tourists has several implications. To react to the travelers' needs for safety, tourism promoters need to be sensitive to tourists' perceptions of risk. The tourism provider must deliver basic information about the regional or local Covid-19 situation. Furthermore, they need to know the local resources and safety procedures and create a convincing atmosphere to reassure the tourist. Special packages that include additional security services could be developed to appeal to those with lower risk tolerance or less experienced travelers to enhance their feelings of safety and security. Moreover, marketers must target tourists with a higher risk tolerance and acceptance level.

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The authors declared no potential conflicts of interest

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