Travel Intention during a Pandemic: Assessing the Role of Destination Trust, Destination Reputation, Social Media Activity and Willingness to Help

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Abstract. This study examines the effect of Destination Trust, Destination Reputation, and Social Media Activity on travel intention through a willingness to help. The sample in this study amounted to 200 people. The analytical method used in this study is a structured equation model with SMART PLS 3.3.3. The results showed that destination reputation and social media activity have a positive and significant influence on travel intention and Willingness to Help mediated Destination Trust, Destination Reputation, and Social Media Activity on Travel Intention.

Keywords: Pandemic, Destination Trust, Destination Reputation, Social Media Activity, Willingness to Help, Travel Intention

1 Introduction

Tourism is the first sector to feel the effects of Covid-19 and will be the last sector to recover from the impact of Covid-19 compared to other industries [1]. The first case of Covid-19 in Indonesia was reported in March 2020. Since then, the number of confirmed positive people continued to increase significantly, where on August 20, it had reached ± 3.9 million people who were confirmed positive for Covid-19 [2]. This pandemic resulted in a significant decrease in local or foreign tourists, resulting in the tourism industry experiencing massive losses. The Covid-19 pandemic has also resulted in a decline in the projection of foreign exchange receipts for the country in 2020, which is US$ 4 – 7 billion (in 2019, it was announced that the prediction of foreign exchange earnings from tourism would reach US$ 19 – 21 billion). However, at the beginning of the third quarter (September - November 2020), there was an increase in local tourist visits to various tourist destinations reaching 96%, a rise of 5% from 2019. This increase prompted the government to create programs that can increase tourism activities and maintain the level of transmission of Covid-19 to keep it under control in the following ways: in city activation, staycation, road-trip, and epic sale [3]. Besides that, a tourism village development program (one village one product / OVOP) aims to display innovative products from rural communities, villages in the Lake Toba area as pilot areas.

In 2019, the Lake Toba area was able to bring in 2.1 million local tourists, an increase of 12% from 2018 and 143 thousand foreign tourists, an increase of 11% from 2018 with a contribution to North Sumatra's GDP reaching US$ 73 million [4]. The Covid-19 pandemic harmed tourist visits, especially foreign tourists, with a decline of 82.89% and local tourists reaching 65.2% in 2020. However, October 2020 marked the revival of tourism in the Lake

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Toba region, where there was an increase in the number of tourists. Local tourist visits reached 20%, and this number was greater than other tourist destinations in Indonesia. The number of hotel occupancy also increased by 100%, and the frequency of flights to Silangit airport increased by 30% from September [5].

The Indonesian tourism industry also feels the emergence of a crisis of trust or lack of trust in prospective tourists. Based on the Sprinkir Analytic survey, local tourists consider tourism in Indonesia unsafe from COVID-19 [6]. In addition, several problems that affect the confidence level of tourists, namely: the prices of goods and services are not fully standardized, environmental sanitation conditions have not been maintained, and limited sanitation facilities are critical. Predict the degree of positivity (Covid-19). The problems related to destination reputation in the Lake Toba area are the limited access of Muslim tourists to halal food and the identicality of the Lake Toba area as a seasonal tourist destination [7].

Social media users worldwide in 2020 reached 4.2 billion users or grew 13.2 from 2019 (1.3 million new users per month and 155 thousand new users per second), in Indonesia alone in 2020; social media users have reached 170 million users with a rate of user penetration reached 61.8%. The growth of new users throughout 2020 reached 6.3% or 10 million new users from 2019; besides that, it was also found that the average social media user in Indonesia has ten social media accounts per person (60% of them use social media to establish relationships) and running business activities, while 40% of them use social media to find information about tourist destinations and entertainment) [8][9]. The state of nature, essential news about the cleanup of Lake Toba, various reports on social media have found that Lake Toba has been heavily polluted by waste from businesses operating around the Lake Toba area. Still, there are fish cage activities in the Lake Toba area that pollutes the lake. These problems have become the attention of all social media users (national and international), impacting travel intention to the Lake Toba area.

2 Literature Review

2.1 Corona Virus Disease (Covid-19)

Coronaviruses are a large family of viruses that can cause disease in humans and animals. Especially in humans, it can cause respiratory tract infections such as flu, which is often followed by other diseases. The diseases that were part of the very dangerous coronavirus before the emergence of COVID 19 were Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS-Cov), which were capable of causing hundreds of thousands to millions of people to die [10][11]. SARS COVID 19 is a new type of coronavirus family. It first occurred in Wuhan City, Hubei Province, the People's Republic of China, in December 2019. It was later declared a pandemic by the World Health Organization (WHO) from March 11, 2020, until 2020 and recorded 87 million people infected in late December. As many as 1.7 people have died due to this disease. In Indonesia alone, SARS - COVID 19 was first reported on March 2, 2020, where on December 31, 2020, there were 743,198 people infected with this disease, and 22 138 people died.

2.2 Travel Intention

Travel intention can be interpreted as a desire that arises from individuals who want to experience the experience of visiting a tourism destination [12]. Travel intention is also often interpreted as a subjective desire for a tourist destination that encourages the individual to visit

[13]. Travel intention is also a mental state that a person has that reflects a plan to carry out several actions within a certain period [14]. in several studies found several factors that influence revisit intention, namely: destination trust, destination reputation, willingness to help destination, destination image, solidarity, health care system, etc [15][16][17][18].

2.3 Destination Trust

Research on trust in the tourism world began in the 1990s [19]. The concept of trust is taken from psychology and sociology, as for the factors that researchers research trust in the world of tourism because it is found that travel agents give dishonest treatments in various tourist destinations. With more and more countries developing tourist destinations, it is increasingly essential to create destination trust within tourists. The scope of research that previous researchers have carried out is as follows: service quality, availability of tourism support facilities, and tourist satisfaction [19]. Destination trust significantly influences Willingness to help [20][18]. Several studies have shown that destination trusts significantly affect travel intention [21][22][23][24].

H1: Destination Trust has a significant influence on travel Intention

H2: Destination Trust has a significant influence on Willingness to Help

2.4 Destination Reputation

In the field of tourism, the reputation of a tourist destination is the integration of characteristics of the tourist destination by the relevant personnel of the tourist destination. It makes it superior and competitive compared to other tourist destinations. Destination reputation reflects people's attitudes towards a tourist destination, where the results of this thought will produce an image of the tourist destination itself [25]. Several studies have found that a good level of destination reputation will encourage the creation of Willingness to help [15][17]. Destination reputation has a significant influence on travel intention [21][26][27].

H3: Destination Reputation has a significant influence on travel intention

H4: Destination Reputation has a significant influence on Willingness to Help

2.5 Social Media Activities

Social media activity is a social interaction activity using the help of technology that is very accessible and easy to measure and encourages someone to take action from the interaction results [28]. It has been found in several studies that the interest in deciding to visit a tourist destination is influenced by information obtained from social media, where the information is related to the state of the natural and social environment, the availability of adequate facilities, and the uniqueness of the tourist destination. Found. It can be found on social media [29][30].

2.6 Willingness to Help

Willingness to help in some studies is also referred to as Willingness to support [31][32][18][33]. The Willingness to help others can be interpreted as a desire generated in a person's heart. This desire is driven by empathy for specific situations and environmental conditions. In this case, the person seeks to take advantage of all available resources to provide help and provide an environment for getting help [18]. Willingness to help is an embodiment of tourist emotional responses, where emotions that come from within a person will produce actions based on evaluation actions of the surrounding environment. Several studies found that the information on the status of a tourist destination obtained by someone

from social networks encourages people's Willingness to help and impacts the interest of tourists to visit tourist destinations [31]. Willingness to help mediate the impact of destination trust, destination reputation, and social media activities on travel intent [34].

H7: Willingness to help has a significant influence on travel intention
H8: Destination Trust influences travel intention through Willingness to Help
H9: Destination Reputation influences travel Intention through Willingness to Help
H10: Social Media Activity influences travel intention through Willingness to Help

3 Method

This study uses the structural equation model (SEM) analysis method with the SMART PLS 3.3.3 statistical tool. The sampling technique in this study uses a non-probability sampling technique which produces a sample of 200 people [35]. The data collection technique used is an online questionnaire (google form); this questionnaire's distribution is shared through various social media platforms to get potential respondents more quickly. From July 23, 2021 – August 4, 2021, 278 people filled out this questionnaire, but only 200 people were selected because they knew about tourism site in Lake Toba.

The use of questionnaires in this study aims to determine respondents' responses about phenomena related to research variables. This questionnaire contains three parts. The first part contains the respondent's data (age, gender, occupation, and educational background). The second part contains statements about respondents' knowledge about Lake Toba tourism. The third section provides questions related to research variables. The destination trust indicators [19][36], Destination reputation [37][21], Social Media Activity [29][38], Willingness to help [17][33], Travel Intention [13]. The sample in this study amounted to 200 people consisting of various ages, occupations, and social statuses. All statements use a Likert scale with five answer choices (1 being 'strongly disagree and 5 indicating 'strongly agree'). Respondents took 4-5 minutes to fill out this questionnaire.

This study uses the PLS-SEM analysis method with the Smart PLS 3.3.3 analysis tool [35]. The implementation of this research data analysis was carried out in two stages. The first stage tests the outer model (indicator reliability, internal consistency reliability, convergent validity, and discriminant validity). The second stage is testing the inner model (testing research hypotheses. There are several reasons for using the PLS-SEM analysis method: using various sampling techniques, not requiring normality assumptions, and being able to help analyze complex research models [39][35].

4 Result

4.1 Respondent Profile

Table 1 shows that from 200 respondents, there were 110 (45%) female and 90 (55%) male; 66 (33%) respondents had a high school education and 69 (34.5%) a bachelor's degree; 113 (56.5%) people work as private employees, and 66 (33%) people are students; 145 (72.5%) people know Parapat as a tourist destination that must be visited Lake Toba, and 200 (100%) people are interested in the natural scenic beauty of Lake Toba.

4.2 Measurement Model Assessment

The results of the outer model will show the results of the validity and reliability of the statement instrument [39][35]. In Table 2, the loading indicator value (0.777 – 0.904) is greater than 0.70 and is significant ($p < 0.001$) [35]. The reliability value (0.761 – 0.855) is greater than the standard 0.70 [35]. Furthermore, Table 3 shows that the average variance extracted (AVE) value (0.642 – 0.713) is greater than the standard 0.50 [35]. So based on the test results, it can be concluded that all statement instruments have passed the validity and reliability tests.

Table 1. Respondents Profile

Feature	Category	Frequency	%
Sex	Male	90	45
	Female	110	55
Education	High school	66	33
	Diploma	34	17
	Bachelor	69	34.5
	Master Degree	31	15.5
Job	Student	66	33
	Private Employees	113	56.5
	Officer	11	5.5
	entrepreneur	10	5
Tourist destination in Lake Toba	Tutuk	33	16.5
	Tomok	49	24.5
	Parapat	145	72.5
	Simanindo	25	12.5
Interest in Lake Toba	Culture	36	18
	natural scenic beauty	200	100
	Food	13	6.5
	History	55	27.5

Table 2. Measure of Construct Reliability and Collinearity

Instruments	FL	CR	α	VIFs	Weights
Destination Trust (DT)					
DT1	0.839				0.358^{***}
DT2	0.827				0.300^{***}
DT3	0.795				0.219^{***}
DT4	0.873	0.901	0.855	2.331	0.319^{***}
Destination Reputation (DR)					
DR1	0.871				0.341^{***}
DR2	0.864				0.366^{***}
DR3	0.777	0.876	0.794	2.27	0.497^{***}
Social Media Activity (SMA)					
SMA1	0.821				0.339^{***}
SMA2	0.904				0.483^{***}
SMA3	0.806	0.882	0.8	3.187	0.355^{***}
Willingness to Help (WTH)					
WTH1	0.781	0.863	0.761	4.171	0.365^{***}

Instruments	FL	CR	α	VIFs	Weights
WTH2	0.892				0.459***
WTH3	0.792				0.385***
Travel Intention (TI)					
TI1	0.835				0.401***
TI2	0.771				0.349***
TI3	0.797	0.883	0.726	3.821	0.498***

Notes: FL = Factors Loading; CR = Composite Reliability; α = Cronbach's alpha; *** = $p < 0.001$

4.3 Structural Model and Test of Hypotheses

The beta (β), p, and R^2 values will be displayed [35]. In Table 2 it is shown that DT has no significant effect on TI (β = 0.146; p > 0.10) while DT has a positive and significant effect on WTH (β = 0.118; p > 0.10). So H1 is not supported, but H2 is supported. DR has a positive and significant effect on TI (β = 0.186; p > 0.001) and DR → WTH (β = 0.289; p > 0.001) so that H3 and H4 are supported. Furthermore, SMA had a positive and significant effect on TI (β = 0.163; p > 0.10) and SMA → WTH (β = 0.580; p > 0.001) which resulted in H5 and H6 being supported. Finally, WTH has a positive and significant effect on TI (β = 0.490; p > 0.001). Fig. 1 shows that DT, DR, and SMA contributed to the WTH variance as 76% (R2 = 0.76), and DT, DR, SMA, and WTH contributed to the TI variance of 78% (R2 = 0.78). The value of R^2 is the real influence in a research model [40]. Next is to test the Effect size, if the value of the effect size = 0.02 (low effect); 0.15 (medium effect); 0.35 (large effect) [40]. In Table 2, it was found that the relationship has a great effect (SMA → WTH), a relationship that has a medium effect (DR → WTH; WTH → TI) and a relationship that has a common effect (DT → WTH; DT → TI; SMA →TI, DR →IT). Mediation testing is carried out to test the role of a variable connecting the independent variable with the dependent variable [35]. Table 3 shows that WTH is able to act as a mediating variable on the influence of SMA on IT (β = 0.284; p > 0.001); DR → WTH → TI (β = 0.142; p > 0.001). Furthermore, DT → WTH → TI (β = 0.058; p > 0.10). Based on these results, it can be concluded that H8, H9, H10 are supported.

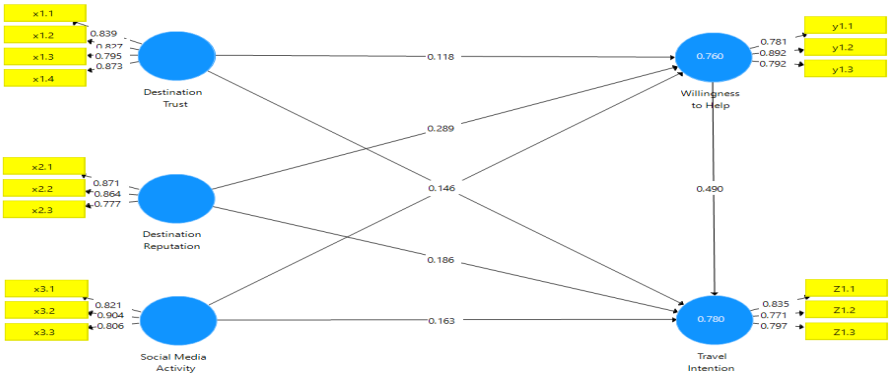

Fig. 1. The Result of Structural Equation Model (SEM)

Table 3. Result of Partial Hypotheses Testing

Hypotheses	β	T Statistics (|O/STDEV|)	f^2	P Values	Supported?
DR → TI	0.186	3.916	0.067	***	Supported

Hypotheses	β	T Statistics (|O/STDEV|)	f^2	P Values	Supported?
DR → WTH	0.289	6.078	0.176	***	Supported
DT → TI	0.146	1.486	0.042	-	Not-Supported
DT → WTH	0.118	1.974	0.026	*	Supported
SMA → TI	0.163	1.674	0.038	*	Supported
SMA → WTH	0.580	9.141	0.787	***	Supported
WTH → TI	0.490	5.490	0.262	***	Supported

Note: β = Path Coefficient; f2 = Effect Size *** < 0.001; ** < 0.05, * < 0.10.

Table 4. Result of Mediation Hypotheses Result Testing

Hypotheses	β	T Statistics (|O/STDEV|)	P Values	Supported?
SMA → WTH → TI	0.284	4.859	***	Supported
DR → WTH -> TI	0.142	4.099	***	Supported
DT → WTH → TI	0.058	1.688	*	Supported

Note: β = Path Coefficient, *** < 0.001; ** < 0.05, * < 0.10.

4.4 Discussion

This study aims to describe the level of community travel intention during the COVID-19 pandemic and examine the factors that influence travel intention. The study results show that destination trust does not significantly affect travel intention [21][22][23]. These results show that non-optimal tourist trusts will not encourage them to visit tourist sites. However, the results of testing the effect of destination trust on Willingness help show a positive and significant effect [20][18]. These results show that the level of trust that a tourist has will create Willingness help. A tourist destination and make a positive contribution to a tourist destination. A positive and significant effect was found in testing the influence of destination reputation on travel intention [21][26][27]. The results of testing the influence of destination reputation on Willingness to help also show the effect of positive and significant [15][17], these results show that the reputation of the Lake Toba area as one of the natural tourist destinations affected by the COVID-19 pandemic encourages the community to help by promoting Lake Toba tourism.

Moreover, encourage the desire of the community to visit Lake Toba. The influence of social media activity on travel intention and Willingness to help is positive and significant [34][41][17][13][42]. These results indicate that positive information obtained by the public on social media about a tourist destination will create a public desire to help and visit the tourism destination. The mediation test found that the variables could mediate the effect of destination trust, destination reputation, and social media activity on travel intention [34]. The results indicate that the Willingness to help within the community must continue to create solidarity to help the recovery of tourism in Indonesia and the Lake Toba area.

5 Conclusion and Implication

5.1 Theoretical Implication

By examining the effect of destination trust, destination reputation, social media activity, and Willingness to help travel intention, this study has shown the pattern of influence of each of these variables based on the community's perspective during a pandemic. The results of this study contribute to the development of research related to tourism marketing during the

pandemic [34][17][18]. Besides, this research provides insight for further research to use social media activity variables and Willingness to help as variables that affect travel intention. The placement of Willingness to help as a mediating variable is also one of the contributions researchers give because there are still very few studies that use Willingness to help as a mediating variable.

5.2 Practical Implication

The results of this research test contribute to the implementation of tourism activities during the pandemic. First, building public trust in tourist destinations can encourage people to become interested. One way to create tourist trust during the pandemic is to create strict regulations for handling Covid 19 and improve health facility services in tourist destinations.[18]. Second, the reputation of a tourist destination is an important thing that can create people's desire to visit tourist destinations, so creating a comfortable and safe reputation for tourists is very important. Third, social media as a marketing medium for tourist destinations is an effective way of marketing, where a level of creativity is needed to create content that attracts people to visit these destinations [43]. Fourth, a high level of community willingness to help is an opportunity for tourist site managers during a pandemic. The manager of tourist destinations must be able to give a good impression on the community so that people have the Willingness to help are willing to visit these tourist destinations.

5.3 Limitation and Future Research

This research has limitations, which can be used as a concern for further research. First, this research is cross-sectional, where the data in the study is only observed once and simultaneously (during the pandemic situation in Indonesia). So that further research is recommended to use longitudinal research so that research results can be generalized. Second, this research was only carried out in one tourist destination (Lake Toba). The study results cannot be generalized to various other tourist destinations, so further research is recommended to carry out comparative research on various tourist destinations. Third, this study only carried out mediation testing, so for further research, it is recommended to use moderating variables such as fear arousal, perceived risk, afraid against covid 19, pandemic regulation [21][18][43].

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