

# IMPACT OF COVID-19 PANDEMIC ON TOURISM INDUSTRY SECTOR: CONJOINT ANALYSIS TO MEASURE TOURIST PREFERENCES IN VISITING BANDUNG

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## Abstract

The tourism industry sector in West Java is the sector most affected since the COVID-19 pandemic. Local and foreign tourist visits to attractions in West Java Province fell by 80% due to this pandemic. The goal of this study is to determine the behavior of tourists in the future, such as the preferences of tourists to visit Bandung after the end of the pandemic. Knowing what tourist preferences are is hoped that tourism businesses will be able to develop appropriate strategies to serve tourists in the future to stimulate local economies and improve living conditions. With a sample size of 400, this study is quantitative and uses the conjoint analysis technique, the gold standard for gauging traveler preferences. The results of this study are that the next 6-12 months will be the right time to revive the image of tourism which has fallen considerably due to the pandemic situation since early 2020. As for the type of tourist tour that can be the primary choice in nature tourism, during a pandemic like now, outdoor activities are very much needed, one of which is to exercise and sunbathe. Travel time of 1-3 days is the preference of tourists who want to visit Bandung, so business people in the tourism sector should consider what types of short tours should be offered to these tourists. Meanwhile, the priority aspect of destinations that prioritize cleanliness are the primary choice for tourists to travel again after the pandemic. Concerning this priority aspect, the company can also promote cleanliness as its main priority.

**Keywords:** Tourist Preferences; Conjoint Analysis; Tourism Sector; COVID-19 Pandemic

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## INTRODUCTION

The tourism sector is one of the fastest growing industrial sectors in many countries. Indonesian tourism is very advanced and superior, because Indonesia has many tourism destinations, cultures as well as traditions that can be used as tourist attractions. The tourist industry in Indonesia is extremely promising and is the backbone of the Indonesian economy, according to CNN Indonesia (2018). The tourism industry is the leading provider of economic benefits such as GDP, foreign currency,

and jobs. Within the next five years, the tourism industry is expected to overtake other industries as Indonesia's primary source of income and export revenue.

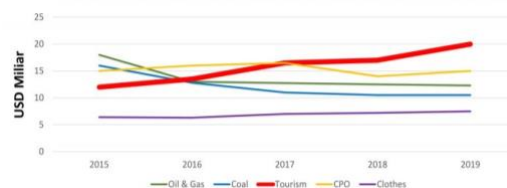


Figure 1. Indonesian Foreign Exchange Receipts in 2015-2019

Source: [pelakubisnis.com](http://pelakubisnis.com) (2019)

The tourist industry's contribution to the country's gross domestic product in terms of international currency climbed from \$12.2 billion in 2015 to \$13.6 billion in 2016 to \$15.2 billion in 2017. It is expected to bring in \$17 billion in FX (foreign exchange) in 2018, and another \$20 billion in FX in 2019, making it the industry with the highest anticipated value among all others.

Worldwide, Indonesia's tourism industry is 9th fastest-growing, 3rd in Asia, and 1st in Southeast Asia, according to data from the World Travel & Tourism Council (pelakubisnis.com, 2019). In addition, the World Economic Forum (WEF) tourist competitiveness index indicates promising improvements, with Indonesia's rating rising from 50 to 42 in 2015 until 2017 period. (kemenparekraf.go.id, 2019).

The global spread of COVID-19 in 2020 has frightened the globe since it first appeared in January of that year. Because of how easily viruses may propagate, many businesses and organizations have had to shut down, and the tourist industry is among them. The tourist industry has been hit hard by the COVID-19 outbreak. Negative connotations associated with a lack of tourists has resulted in the closure of a number of hotels in several regions in Indonesia. Flights are restricted or even banned, many airlines are laying off their employees, tourist attractions are closed and local revenue from tourism has decreased dramatically. The tourist business is increasingly confused as a result of the recommendation to remain at home.

Indonesia's tourist sector has been hit hard by the COVID-19 outbreak, this can be seen from the number of tourist arrivals that have fallen since January 2020 and even a very drastic decline in March 2020 in the graph below.



Figure 2. Indonesian Tourist Visits Rate Over the Last One Year  
Source: ceicdata.com (2020)

The data on Indonesian tourist visits above has an active status at CEIC and its monthly updates by CEIC show a total of 497 sightings since reporting began. Indonesian tourist visits were reported at 163,646 people in May 2020. The previous low was set in April of 2020 with 158,718 persons, therefore this new record is an improvement.

The tourism industry sector in West Java is the sector most affected since the COVID-19 pandemic. The West Java Province Tourism and Culture Office stated that the visit of both local and foreign tourists to tourist objects in West Java Province fell by 80% due to the Corona Virus (COVID-19) pandemic. So the trend is evenly distributed in the accumulation in 27 urban districts in West Java Province. The number of international visitors also decreased, by 16 percent (Republika.co.id, 2020).



Figure 3. International Tourists Visiting West Java Period April 2019 - April 2020  
Source: BPS West Java Province (2020)

According to the West Java Provincial Central Statistics Agency (BPS), the number of international visitors to the

province in April 2020 was down by a staggering 99.37 percent compared to the same month in 2019. Due to the COVID-19 epidemic, the number of international visitors in April of 2020 was just 93, whereas in April of 2019 that number had reached 14,830. Amount of April 2020 international tourist arrivals in West Java also decreased by -98.42% when compared to the previous month (Herlando, 2020).

In light of the current COVID-19 epidemic, the Ministry of Tourist and Creative Sector has urged all parties involved in the tourism and creative economy to place a premium on safety and health. The Head of the Communication Bureau of the Ministry of Tourism and Creative Economy said that both the government, business actors, and other stakeholders has to be flexible, innovative, and competitive when conditions change. The World Tourism Organization (UNWTO) stated that now is the time to conduct a review of tourism standardization to meet these demands through global guidelines for resuming tourist infrastructure, known as the World Tourism Organization's Global Guidelines. Moreover, the organization has issued regulations that are used as a reference for the tourism industry regarding changes in tourist behavior in general (vibizmedia.com, 2020).

Numerous earlier research has analyzed how the global COVID-19 epidemic affects the tourist business in nations all over the globe (Bakar and Rosbi, 2020; Hoque et al., 2020; Jamal and Budke, 2020). Based on some of these studies, no one has observed specifically regarding future tourist preferences after the pandemic ends. When the pandemic ends, the context of quality tourism will be viewed in terms of the environment and health and there must be responsible tourism. This means that everyone who is directly involved with tourists in tourist destinations must be able and responsible for maintaining environmental health and

safety. In order to reopen the tourist attraction, the management needs do extensive preparation.

The main purpose of this research is to identify the behaviour of tourists in the future, such as the preferences of tourists to visit Bandung after the end of the pandemic. After pandemic, there will be a fundamental change in the tourist behavior, for example, tourists will prioritize hygiene, health and safety and security factors so that the industry must be able to adapt to convince consumers that their facilities can meet these factors. In terms of accommodation, tourist preferences will change from initially looking for accommodation that offers promotion or budget prices to hotels that prioritize the hygiene aspect. Then in transportation, direct flights or a maximum of one transit will be the main preferences of tourists. This statement is consistent with Bandung's status as one of Indonesia's most popular tourist attractions. Therefore, there is need research to determine how the behavior of visitors has changed after COVID-19 epidemic, so that policymakers in Bandung's tourism industry may comprehend and design strategies to attract more tourists in the future.

The results of this research will provide tourism sector practitioners a wealth of knowledge about what tourists want in a pandemic situation like the one we're now experiencing. Business owners in the tourism industry in Bandung can better meet the needs of their customers if they have a firm grasp on what kind of tourists frequent their establishments. This will allow them to craft effective policies and strategies to meet the wants and needs of tourists, which will have an effect on the level of the local community's economy. The output of this research will produce several inputs for business people in the tourism sector regarding tourist preferences in the future after the pandemic ends. By knowing what tourist preferences are, It is envisaged that in the future, tourism firms

would have developed ways to better serve travelers.

## **METHODS**

This study incorporates quantitative and descriptive methodologies. It's because the study following the epidemic in Bandung provides a detailed account of the demographics of tourists, researcher elected to utilize a descriptive technique with a quantitative approach. Quantitative analysis is a scientific examination of the parts and events, as well as their interactions (Malhotra, 2015). The goal is to create and apply mathematical models, theories, and hypotheses about phenomena. Descriptive research designs are well-structured and purpose-built to assess the attributes mentioned in the study question (Sovacool et al., 2018). Two types of data collecting were employed for this research, with a questionnaire given to participants both online and in person. Secondary information was gathered for this investigation via a survey of the existing literature consisting of peer-reviewed journals/scientific publications, past research, book references, and other sources.

In this study, the population consists of all tourists who visit Bandung's tourism destinations. Tables cannot be used to establish the minimum sample size when the population size is unknown with confidence, because the number of samples taken must be adequate to reflect the population of respondents under investigation. So the Bernoulli formula was employed to determine the fraction of the number of samples (Zikmund et al., 2013). The sample strategy used for this research is nonprobability sampling combined with convenience sampling. Given that the population is unknown, the sample size was calculated using the Bernoulli formula (Malhotra and Birks, 2016) with a 5% margin of error. As a result of utilizing the Lemeshow formula, a study sample of 384,16 ( $\approx 400$ ) respondents was obtained.

The researchers employed conjoint analysis as a data analysis strategy in this investigation. The purpose of conjoint analysis is to discover how consumers form their preferences for a product or service via the use of a multivariate strategy. It's based on the concept that buyers place a product's whole worth on the sum of its parts. Utility in conjoint analysis is a subjective evaluation of an individual's preferences, as stated by Santoso (2014). According to Toubia (2018), conjoint analysis requires researchers to create a collection of actual or hypothetical items or services by combining the levels of each feature. Conjoint analysis is used in marketing research to identify consumer preferences for various product designs. The main goal of The purpose of a conjoint study is to find out whether one group of people's opinions on an item is made up of one or many pieces (Hung et al., 2019). A kind of product design for specific commodities, services, or things that the majority of respondents want is the primary outcome of the conjoint analysis (Beckman and Chang, 2018).

Tourist preferences may be used as a foundation for determining the wishes and demands for tourist facilities and services that will be obtained. Preferences are a component of an individual's decision-making process, specifically the inclination to pick something that is preferred over alternatives (Baharta et al., 2022). Consequently, choices might inform the kind of involvement in the planning process. If we have information about visitors, preferences may be created. Preferences analysis is also necessary to ensure the expansion of this tourist industry. The conjoint analysis technique is the gold standard for surveying consumer preferences. Conjoint analysis allows participants to rank their level of interest in a hypothetical collection of multi-attribute options represented by stimuli or profiles of characteristics.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The data was gathered by delivering questionnaires to 400 respondents both offline and online. Tourists who had visited Bandung were among those who responded. The characteristics of the majority of responders are listed in Table 1.

Table 1. Respondents Characteristics

Variable	Frequency (%)
<i>Gender</i>	
Male	132 (33%)
Female	268 (67%)
<i>Age</i>	
≤21 years	148 (37%)
21-30 years	172 (43%)
31-40 years	44 (11%)
>40 years	36 (9%)
<i>Last Education</i>	
Senior or Vocational Diploma (D3/D4)	108 (27%)
Bachelor (S1)	48 (12%)
Master (S2)	216 (54%)
28 (7%)	
<i>Occupation</i>	
College Students	64 (16%)
Civil Servants	40 (10%)
Private Employees	196 (49%)
Entrepreneurs	92 (23%)
Others	8 (2%)
<i>Monthly income</i>	
IDR 1.000.000 – 3.000.000	120 (30%)
IDR 3.000.001 – 5.000.000	144 (36%)
IDR 5.000.001 – 8.000.000	104 (26%)
>IDR 8.000.000	32 (8%)

Source: Researcher's Processing, 2022

Based on gender, 67 percent are female, 43 percent are between the ages of 21 and 30, 54 percent have a Bachelor's degree, 49 percent work for a private firm, and 36 percent earn between IDR 3.000.001 and IDR 5.000.000 each month. In order to determine the respondents' backgrounds, which may then be utilized as

a source of information to explain the research's results, respondent characteristic data is required in this study.

### Data Analysis about Tourist Preferences

The results of data analysis with the conjoint method in this study were used to help obtain and find out the banding together of features and gradations in light of prospective tourists' preferences for future trips to Bandung now that the epidemic has passed. Conjoint analysis in this study was carried out using SPSS 25 statistical software. There are two main points of results or outputs from this conjoint analysis research, namely, the attribute's significance rating and its usefulness value or practicality (Popovic et al., 2018).

### Attributes Importance Score

On the basis of statistical analysis performed using SPSS 25, there is an average value of importance (importance score) for each attribute. This value indicates the importance value of the given attribute, the higher the importance value, the more important the attribute is to consumers (Shepherd and Zacharakis, 2018). The following are the results of the importance score of each attribute that has been assessed by tourists in visiting Bandung in the future after the pandemic period ends.

Table 2. Importance Values of Attributes (in percent)

TIME RANGE WILL REVISIT	23.001
OPTIONAL TOUR TYPES	26.984
TRAVEL TIME	22.604
PRIORITY ASPECTS OF DESTINATIONS	27.411

Averaged Importance Score

Source: Process with IBM SPSS 25, 2022

This is evident from Table 2 above, where the greatest value is the destination priority aspect with an importance level of 27.411%. The value of this attribute is the

highest when contrasted to other attributes such as preferred tour of 26.984%, then the time range for traveling back is 23.001%, and the lowest importance values is travel time, which is 22.604%.

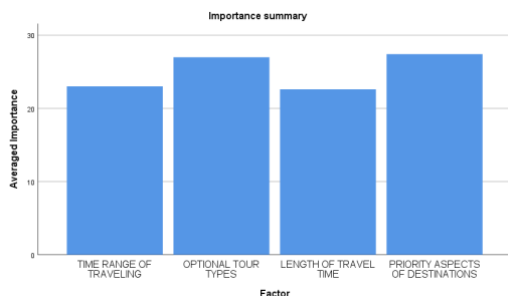


Figure 4. Average Importance Summary  
Source: Process with IBM SPSS 25, 2022

### Level of Attributes Utilities

The utility values obtained from the attributes that have been assessed by tourists in visiting Bandung in the future after the pandemic period ends. The more positive the attribute's usability value, the more tourists need these attributes. Vice versa, if the value of usability is getting negative, the attribute is less needed by tourists. The following is the result of the usability value of each attribute.

Table 3. Attribute Usability Value

		Utility Estimate	Std. Error
Time Range of Traveling	0-6 months	-.031	.029
	6-12 months	.078	.034
	>12 months	-.047	.034
Optional Tour Types	Nature	.038	.038
	Culinary	-.038	.038
	Shopping	-.012	.038
	Social	.012	.038
Length of Stay	1-3 days	.046	.029
	4-7 days	-.033	.034
	>7 days	-.013	.034
Priority Aspects of Destination	Trend	-.041	.038
	Economical	-.035	.038
	Cleanliness	.076	.038
	Service	-.001	.038
<b>(Constant)</b>		3.648	.024

Source: Process with IBM SPSS 25, 2022

Based on Table 3, the attribute of the 6-12 month period of traveling again has the greatest usefulness value, which is 0.078. The attribute of the type of selected tourist tour in the form of nature tourism has the greatest usefulness value, which is 0.038. The attribute of travel time for 1-3 days has the largest positive value, which is 0.046. The attribute of the priority aspect of the destination that prioritizes cleanliness has the greatest usability value, which is 0.076.

### Time Range Attribute Will Return

Tourists value time to travel again at a third-tier level, if the significance score is any indication. Figure 5 depicts the utility score findings for the range of trip times return, with negative and positive values for usability. When presented with all three options, respondents are more likely to choose the level with the highest positive value, even if they otherwise like all three.

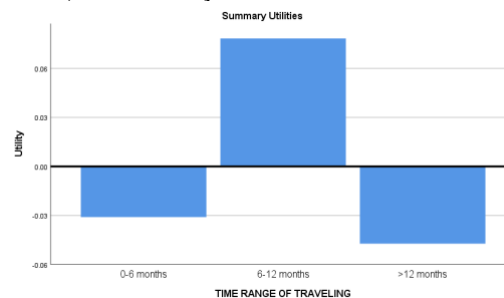


Figure 5. Summary Utilities Time Range Will Travel Back

Source: Process with IBM SPSS 25, 2022

In Figure 5, it is known that within a period of 6-12 months, tourists tend to travel again, having a usability value of 0.078. In a period of 0-6 months, tourists tend to travel again having a usability value of -0.031. And in a span of >12 months, tourists tend to travel again having a usability value of -0.047. With this it can be concluded that in the next 6-12 months it will be the choice of tourists to carry out tourism activities again because it has the largest usability value of 0.078.

### Attributes of Preferred Tour Type

The desired trip type is rated as second most important by tourists. Figure 6 will provide the utility score findings for the selected tour type. Utilization value is shown to be both negative and positive on the graph. There is no hard and fast rule that says a responder must choose the level with the highest positive value out of a set of four, but history suggests they are more likely to do so.



Figure 6. Summary Utilities Preferred Tour Type

Source: Process with IBM SPSS 25, 2022

It is known that the type of selected tourist tour in the form of nature tourism provides a practical benefit of 0.038. A usability grade of -0.038 indicates that a culinary tour is not a very practical choice for tourists. The worth of the chosen type in terms of its usefulness of selected tourist tour in the form of shopping is -0.012 and the type of selected tour in the form of social has a usability value of 0.012. With this it can be concluded, the type of tourist tour of choice in the form of nature tourism is the choice of tourists to carry out tourism activities again after the pandemic period because it has the greatest usefulness value of 0.038.

### The Travel Time Length Attribute

Time spent in transit is considered fourth least important by vacationers. Figure 7 will provide the utility score findings for journey time. Usability has both positive and negative value, as seen by the

graph. When presented with all three options, respondents are more likely to choose the level with the highest positive value, even if they otherwise like all three.

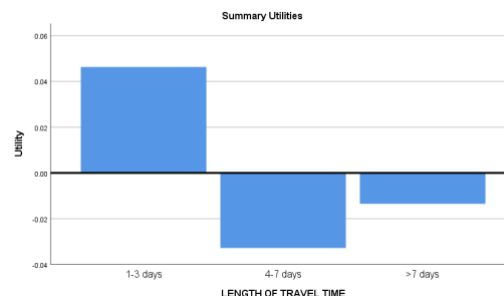


Figure 7. Summary Utilities Travel Time  
Source: Process with IBM SPSS 25, 2022

From figure 7 it is known that the length of travel time for 1-3 days has a usability value of 0.046, a travel time of 4-7 days has a usability value of -0.033 and a travel time of >7 days has a usability value of -0.013. With this result, it can be concluded that the travel time of 1-3 days is the choice of tourists to carry out tourism activities again after the pandemic because it has the greatest usefulness value, which is 0.046.

### Attributes of Destination Priority Aspect

The priority of the tourist destination is ranked first in terms of significance. Figure 8 will provide the utility score's findings for the destinations' priority aspect. Usability has both positive and negative value, as seen by the graph. Respondent preference often leans toward the level with the plus sign among the four presented options, while a negative result for a level does not always indicate disapproval.



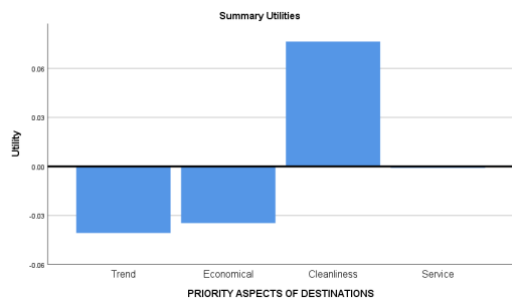


Figure 8. Summary Utilities Aspect Priority Destinations

Source: Process with IBM SPSS 25, 2022

From Figure 8 it is known that the priority aspect of a destination that prioritizes cleanliness has a usability value of 0.076. Then the priority aspect of the destination due to the trend factor has a usability value of -0.041. Furthermore, the priority aspect of the destination due to the cheap (economical) factor has a usability value of -0.035, and the priority aspect of the destination due to the service factor has a usability value of -0.001. With this, it can be concluded that the priority aspect of a destination that prioritizes cleanliness is the choice of tourists to carry out tourism activities again after the pandemic because it has the largest usability value of 0.076.

The COVID-19 coronavirus illness has spread over the world, halting people's mobility in all nations. Tourism is an industry that is directly tied to people migrating from one location to another. In this situation, the tourist industry is the most affected by the impact. This research was developed to offer an idea of how tourism would recover fast when the pandemic stops later on, or in the new normal. The majority of respondents claimed that they will resume vacationing between 6 and 12 months after the epidemic has ended was declared finished, as a consequence of their travel preferences. This demonstrates how travel has become a need for everyone. A lot of individuals wish to travel (Camilleri, 2018). As a result, it is critical for the tourism business to understand

travelers' interests after the epidemic of COVID-19 has passed, in the kind of tourism they want to engage in.

The findings of the poll shed light on the preferred types of vacations demonstrates that the tourist attractiveness of the forms of tourism is quite diversified, but nature tourism dominates. Most individuals miss the beauty of nature during the quarantine time. This is connected to the respondent's internal motive for wanting to escape the stress of quarantine. Tourists are motivated to travel for two reasons: internal motivation and extrinsic incentive. Intrinsic motivation is motivated by the desire to escape the challenges and living situations that visitors face in their own country (Wachyuni and Kusumaningrum, 2020). One of the tourist interests in Bandung during the COVID-19 epidemic is the availability of natural attractions. Various environmental functionality have been developed into nature facilities by combining processes, places, people, and technology (Roper & Payant, 2014).

Because the pandemic affects all nations, respondents' replies to this statement may be generalized. The bulk of the intended tour duration is brief, ranging from 1-3 days. This is a novel occurrence in the new normal. The cleanliness of tourist locations is something that most visitors demand. This is the form of tourism that the majority of visitors wish to experience, especially nature tourism. Cleanliness is a visitor need during and after the pandemic. However, the pandemic has affected the way travelers view themselves, making them more conscientious of hygiene (Awan et al., 2020). However, the findings of previous research suggest that when the epidemic has gone, visitors' behavior will take on new traits, which visitors will favor natural sights that are close to their destination (Wachyuni and Kusumaningrum, 2020).

The notion of cleanliness represents the psychological requirements of travelers who wish to escape the pandemic's fear



and strain (Fusté-Forné and Michael, 2021). The replies of respondents who claimed that they already had their post-pandemic vacation destinations picked out demonstrate the public's willingness to travel. In accordance with visitor expectations about the cleanliness of the destination. As a result, all governments must develop methods to boost visitor trust in the safety of their locations. The 'new normal' following COVID-19 in the tourism industry will include visitors who value health and safety, such as those who continue to practice self-distance and execute the COVID-19 protocol, hence the provision of restrooms and showers will be of paramount importance to the tourist industry (Paramita & Putra, 2020). Those who are still wary of mixing with other visitors may feel more comfortable staying in a home environment. Ezizwita & Sukma (2021) argue that assuring tourists that the government and the tourism sector have implemented extremely acceptable health and safety regulations and providing them with safe, hygienic alternatives to traditional tourism is the best way to restore tourism back to its pre-pandemic levels.

The global COVID-19 pandemic's influence has lasted more than a year. This pandemic has a significant negative impact on the economic sectors of all countries. Many types of businesses are impacted, including tourist attractions, transportation companies, travel agencies, and the hotels and restaurants that support them (Lama and Rai, 2021). So bear in mind how visitors behave once the pandemic is over to offer an summary of post-pandemic tourist trends is gone. Furthermore, based on the pattern of visitor behavior, it may be used to forecast the time it will take for the tourism sector to recover when the pandemic ends.

The idea of theory planned behavior (TPB) was used to assess travel intentions (Sujood et al., 2021). The first sign is one's attitude toward conduct, with behavior referring to one's path. The typical

responder still views travel favorably. Travel is as enjoyable as it was prior to the outbreak. The subjective norm indicator also produces good outcomes when it comes to other persons or close friends who have shown an interest in traveling, inspiring the respondent's own wanderlust. Behavior modification provides similar evidence that the epidemic has had little effect on visitors' willingness to travel whenever and wherever they wish. Many individuals still see tourism as a need (Brouder et al., 2020).

However, according to the findings of this study, visitor behavior following the pandemic has changed. Nature tourism with a short journey time will be preferred by tourists. The key aspect influencing tourism location selection is cleanliness. These findings support a novel idea that one factor that affects where people go is their health. This study sheds new light on the fact that health issues are a component of the circumstance while deciding on a location. Previously, study discovered that the setting, including weather, culture, and social conditions, influences destination choices (Wu et al., 2011; Masiero and Qiu, 2018; Han et al., 2020).

## **CONCLUSIONS AND RECOMMENDATIONS**

The preferences of tourists in visiting Bandung in the future after the pandemic period ends based on the utility score are as follows. Within the next 6-12 months, it will become the choice of tourists to carry out tourism activities (touring) again with a usability value of 0.078 (7.8%). The type of selected tourist tour in the form of nature tourism is the choice of tourists to carry out tourism activities (touring) again after the pandemic period with a usability value of 0.038 (3.8%). The length of travel time for 1-3 days is the choice of tourists to carry out tourism activities again after the pandemic period with a usability value of 0.046 (4.6%). While the priority aspect of destinations that prioritize cleanliness is the

choice of tourists to travel again after the pandemic period with a usability value of 0.076 (7.6%). Meanwhile, based on the importance score, the order of the attributes desired by the first tourist is the destination priority aspect with an importance score of 27.411%. The second is the type of preferred tour with an importance score of 26.984%. The third is the time range will travel back with an importance score of 23.001%. The last one is travel time with an importance score of 22.604%.

Based on the conclusions of this study, the following suggestions can be given. For further researchers it would be better to add research attributes to be more specific. Then it would also be better if the scope of the research area was expanded for the object of this research, because this research is expected to be useful for stakeholders in the tourism sector in formulating future business strategies after the pandemic period ends. Practical implication from this study are stakeholders in the tourism sector, both existing and those that will be launched in the future, can consider the following suggestions. The next 6-12 months will be the right time to revive the image of tourism which has fallen considerably due to the pandemic situation since early 2020. As for the type of tourist tour that can be the main choice in the form of nature tourism, considering that in the midst of a pandemic situation like now, outdoor activities are very much needed, one of which is to exercise and sunbathe. Travel time of 1-3 days is the preference of tourists who want to visit the city of Bandung, so that business people in the tourism sector should have to think about what types of short tours should be offered to these tourists. Meanwhile, the priority aspect of destinations that prioritize cleanliness is the main choice for tourists to travel again after the pandemic. In relation to this priority aspect, the company can also promote cleanliness as its main priority

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