

## **Exploring The Influence Of Trust On Intention To Visit Bali: A Theory Of Planned Behavior Analysis**

### **Menjelajahi Pengaruh Kepercayaan Terhadap Niat Berkunjung Ke Bali: Analisis Theory of Planned Behavior**

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#### **ABSTRACT**

*This study aims to investigate the factors influencing domestic tourists' intention to visit Bali using the Theory of Planned Behavior (TPB) framework. Specifically, it focuses on the role of trust and its impact on subjective norms, attitudes, and perceived behavioral control in shaping tourists' intention. A cross-sectional survey was conducted using a structured questionnaire to collect data from 138 potential domestic tourists in Bali. The path analysis approach with Smart PLS was employed to analyze the relationships between trust, subjective norms, attitudes, perceived behavioral control, and intention to visit Bali. The results revealed that trust significantly influenced tourists' intention to visit Bali. Moreover, trust indirectly impacted intention through subjective norms, attitudes, and perceived behavioral control. Destination marketers and tourism stakeholders should prioritize building trust and promoting positive experiences to enhance tourists' perception of Bali. Addressing barriers and promoting positive social influence can further strengthen tourists' intention to visit, ultimately contributing to sustainable tourism growth in Bali.*

**Keywords:** Trust, Intention to Visit, Theory Planned Behavior, Destination, Bali

#### **ABSTRAK**

Penelitian ini bertujuan untuk menyelidiki faktor-faktor yang mempengaruhi niat wisatawan domestik untuk mengunjungi Bali dengan menggunakan kerangka kerja Theory of Planned Behavior (TPB). Secara khusus, penelitian ini berfokus pada peran kepercayaan dan dampaknya terhadap norma subyektif, sikap, dan kontrol perilaku yang dirasakan dalam membentuk niat wisatawan. Survei cross-sectional dilakukan dengan menggunakan kuesioner terstruktur untuk mengumpulkan data dari 138 calon wisatawan domestik di Bali. Pendekatan analisis jalur dengan Smart PLS digunakan untuk menganalisis hubungan antara kepercayaan, norma subyektif, sikap, kontrol perilaku yang dirasakan, dan niat untuk mengunjungi Bali. Hasil penelitian menunjukkan bahwa kepercayaan secara signifikan mempengaruhi niat wisatawan untuk mengunjungi Bali. Selain itu, kepercayaan secara tidak langsung mempengaruhi niat melalui norma subjektif, sikap, dan kontrol perilaku yang dirasakan. Pemasar destinasi dan pemangku kepentingan pariwisata harus memprioritaskan membangun kepercayaan dan mempromosikan pengalaman positif untuk meningkatkan persepsi wisatawan tentang Bali. Mengatasi hambatan dan mempromosikan pengaruh sosial yang positif dapat memperkuat niat wisatawan untuk berkunjung, yang pada akhirnya berkontribusi pada pertumbuhan pariwisata yang berkelanjutan di Bali.

**Kata kunci:** Kepercayaan, Niat Berkunjung, Perilaku Terencana, Destinasi, Bali

#### **1. Introduction**

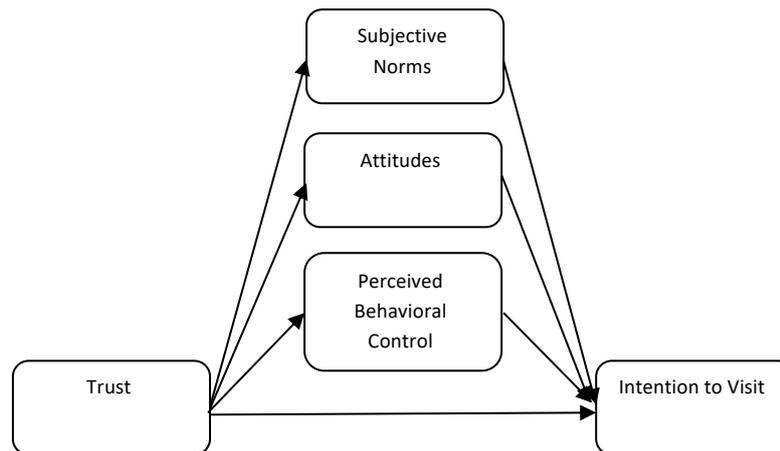
The intention to visit Bali as a tourist destination is influenced by several factors. Bali, an enchanting island in Indonesia, has been attracting domestic tourists due to its natural beauty, cultural heritage, and diverse attractions. The Theory of Planned Behavior (TPB) provides a framework for understanding this intention (Juniarini & Piliandani, 2019). According to TPB, one's intention to visit Bali is shaped by their attitudes towards the destination, the subjective norms or opinions of others around them, and their perceived behavioral control, which refers to the belief in their ability to carry out the visit. Positive

attitudes towards Bali, encouragement from friends or family, and the perception of having control over the trip arrangements may increase the likelihood of intending to visit. This research aims to explore these factors through a survey conducted among domestic potential tourists in Bali. By understanding the determinants of tourist intention, policymakers and tourism stakeholders can devise strategies to enhance the attractiveness of Bali as a preferred destination and promote sustainable tourism growth on the island.

The urgency of this study is driven by the critical need to understand and address the factors influencing domestic tourists' intention to visit Bali. As a major tourist destination, Bali's tourism industry plays a pivotal role in supporting the local economy, providing livelihoods for communities, and contributing significantly to Indonesia's overall tourism revenue. However, in recent years, the tourism landscape has witnessed rapid changes, including shifts in consumer preferences, geopolitical events, and global pandemics that have impacted travel patterns. Gaining insights into the determinants of tourist intention is essential for several reasons. First, it enables policymakers, tourism authorities, and businesses to make informed decisions and develop targeted marketing strategies. By tailoring promotional efforts to resonate with the preferences and motivations of domestic tourists, Bali can maintain its attractiveness and competitiveness amid evolving market trends. Second, understanding the factors influencing tourist intention contributes to sustainable tourism development. Sustainable practices are vital to protect Bali's unique cultural heritage, biodiversity, and natural resources for future generations. By identifying and addressing potential negative impacts of tourism, such as over-tourism or environmental degradation, the study can guide the implementation of responsible tourism policies and initiatives (Keni & Wilson, 2021). Third, given the dynamic nature of the tourism industry, crises and disruptions are inevitable. The findings of this study can aid in crisis management and recovery planning. By understanding how various factors influence tourist intention during challenging times, authorities can devise contingency plans to mitigate adverse effects and facilitate a quicker recovery of the tourism sector. Lastly, this study's urgency stems from the potential to foster collaboration among stakeholders. When key players in the tourism industry, including government bodies, local communities, and private enterprises, are equipped with comprehensive knowledge about the drivers of tourist intention, they can work together to achieve shared goals and create a more sustainable and resilient tourism ecosystem.

In the context of tourism, trust plays a crucial role in shaping tourists' behavior and decision-making processes. The concept of trust is deeply embedded in the relationship between tourists and the destination they intend to visit (Rohmah & Martini, 2019). Trust is a multidimensional construct that encompasses various elements such as reliability, credibility, competence, and integrity. In this study, we aim to explore the significance of trust as a key factor influencing tourists' intention to visit the enchanting island of Bali. When potential tourists contemplate visiting a destination, they often rely on information, recommendations, and reviews from different sources. The level of trust they place in these sources can heavily influence their decision-making process (Maharriffyan & Oktaviani, 2021). For instance, tourists may seek recommendations from friends, family, or online platforms, and the degree of trust they have in these sources will shape their perception of Bali as a desirable destination. Trust is identified as one of the independent variables in our research framework. It plays a central role in influencing tourists' attitudes and perceptions towards Bali. Tourists who trust the information they receive about the destination are more likely to have positive perceptions, which can increase their intention to visit (Purwanto & Rofiah, 2020). Moreover, trust is closely related to the Theory of Planned Behavior (TPB), the theoretical framework we employ in this study. According to TPB, an individual's intention to perform a specific behavior is influenced by their attitude towards that behavior, the subjective norms guiding their actions, and the perceived behavioral control they possess. Trust, as a component of





**Figure 1. Research Framework**

The purpose of this research is to investigate and analyze the factors that influence the intention of domestic tourists to visit Bali, with a specific focus on the Theory of Planned Behavior (TPB) framework. The study aims to explore the role of trust, subjective norms, attitudes, and perceived behavioral control in shaping tourists' intentions to visit Bali. By delving into these key determinants, the research seeks to provide valuable insights into the decision-making process of potential tourists, ultimately contributing to a deeper understanding of their travel behavior. Through the integration of the Theory of Planned Behavior and an examination of trust as a central factor, this research endeavors to contribute to the academic literature on tourist behavior and destination choice. Moreover, the findings of this study can offer practical implications for tourism stakeholders in Bali, including destination marketers, local authorities, and businesses, to design more effective marketing strategies, enhance the overall tourist experience, and ultimately boost the attractiveness and competitiveness of Bali as a preferred destination for domestic tourists. Additionally, by identifying potential barriers and drivers that influence tourists' intention, this study can aid in the sustainable development of tourism in Bali, ensuring a positive impact on both the destination and the tourists themselves.

### 3. Research Methods

The methodology adopted for this study involves a cross-sectional survey design to investigate the factors influencing domestic tourists' intention to visit Bali, with a specific focus on the Theory of Planned Behavior (TPB) framework. The population under study comprises potential domestic tourists who have expressed an interest in visiting Bali. To obtain a representative sample, the accidental sampling technique will be utilized, and 138 respondents will be selected for data collection (Sugiyono, 2019). Data will be collected using structured questionnaires designed to capture information on trust, subjective norms, attitudes, perceived behavioral control, and the intention to visit Bali. The questionnaire will be pre-tested to ensure clarity and validity of the measures. Both online surveys and in-person interviews will be employed to reach a diverse pool of potential tourists.

The key variables and their respective measures include trust, assessed through a Likert scale to evaluate the level of trust in different sources of information about Bali; subjective norms, measured using a set of questions to understand the influence of recommendations and opinions from family, friends, and influencers on tourists' intention; attitudes, evaluated through a Likert scale to determine respondents' overall positive or negative evaluations of Bali as a destination; perceived behavioral control, measured through

a set of questions to assess the extent of control potential tourists believe they have over their decision to visit Bali; and intention to visit Bali, captured using a Likert scale to gauge the level of inclination of potential tourists towards visiting the destination.

Data analysis will involve the use of Partial Least Squares (PLS) through Smart PLS software. PLS is well-suited for path analysis and is especially useful for models with complex relationships and latent constructs, making it a suitable choice for this study. The relationships between trust, subjective norms, attitudes, perceived behavioral control, and intention to visit Bali will be examined through the path analysis approach using Smart PLS (Hair et al., 2019). Ethical considerations will be prioritized throughout the study, and informed consent will be obtained from all participants. Data confidentiality and anonymity will be maintained to protect participants' rights and privacy. Despite potential limitations, such as response biases and sample representativeness, the utilization of Smart PLS and a comprehensive survey design will provide valuable insights into the factors influencing tourists' intention to visit Bali. The findings of this study will offer practical implications for tourism stakeholders, assisting in the formulation of effective strategies to enhance Bali's appeal as a preferred destination for domestic tourists and promoting sustainable tourism practices in the region.

#### 4. Results and Discussions

The variables in this study are abbreviated as follows: Trust (TR), Subjective Norms (SN), Attitude (AT), Perceived Behavioral Control (PBC) and the intention to visit (INT). The table 1 presents the results of data tabulation using Smart-PLS software.

**Table 1. Direct Effects**

Path	Original Sample	T Statistic	P-Values	Decision
TR>SN	0.309	3.448	0.001	Accepted
TR>AT	0.458	6.181	0.000	Accepted
TR>PBC	0.582	8.639	0.000	Accepted
TR>INT	0.142	3.561	0.001	Accepted
TR > SN > INT	0.347	4.881	0.000	Accepted
TR > AT > INT	0.140	2.210	0.030	Accepted
TR > PBC > INT	0.767	15.527	0.000	Accepted

The provided result indicates that trust (TR) has a positive and statistically significant effect on subjective norm (SN). The results suggest that trust plays a significant role in shaping subjective norms among potential tourists considering a visit to Bali. As tourists place more trust in the information they receive from various sources, such as friends, family, influencers, or online platforms, their perceptions of what is socially accepted or expected regarding visiting Bali are influenced positively. Trust acts as a critical factor in shaping the subjective norms surrounding Bali as a destination, impacting tourists' perceptions of how their peers or social circles view the idea of visiting the island. The significant relationship between trust and subjective norm suggests that destination marketers and tourism stakeholders in Bali can leverage trust-building strategies to positively influence potential tourists' subjective norms (Mubin & Setyaningsih, 2020; Nur Komala Wulan Sari & Putra, 2022). By ensuring reliable and credible information is readily available and promoting positive experiences of previous tourists, they can enhance the overall perception and desirability of Bali as a travel destination. Moreover, understanding the role of trust in shaping subjective norms can help stakeholders design targeted marketing campaigns and social influence strategies to attract more visitors to this captivating destination (Hosany et al., 2020).

The provided result indicates that trust (TR) has a positive and highly statistically significant effect on attitudes (AT). The results suggest that trust significantly influences potential tourists' attitudes towards Bali as a destination. When tourists have higher trust in







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