THE EFFECT OF SUBJECTIVE NORMS, ATTITUDE, PERCEIVED RISK, AND PERCEIVED BEHAVIORAL CONTROL OF BEHAVIORAL INTENTION Mt. Bromo TOURISTS IN EAST JAVA PROVINCE

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ABSTRACT

This study aims to determine the effect of subjective norm, attitude, perceived risk, perceived behavioral control on behavioral intention on Mount Bromo tourists, East Java. The dependent variable used is behavioral intention, while the independent variable used is subjective norm, attitude, perceived risk, perceived behavioral control. The research method used is causal research with multiple linear regression analysis approach. The research sample was 278 tourists from Mount Bromo, East Java. Data collection techniques by distributing online questionnaires. The data analysis technique used validity test, reliability test, multiple linear regression analysis, classical assumption test, and hypothesis testing. The results showed that subjective norms had a positive and supported effect on behavioral intention and perceived behavioral control had a positive and supported effect on behavioral intention, but attitude had no positive effect and was not supported on behavioral intention. In addition, perceived risk had no positive effect and was not supported on behavioral intention.

Keywords: Subjective Norm, Attitude, Perceived Risk, Perceived Behavioral Control, Behavioral Intention..

PLEMINARY

Tourism actors are called tourists who are traveling from one place to another visited to stay for a while. Interests, social and cultural characteristics are a variety of tourists (Tangkilisan, 2003). According to (Soekadijo, 2000) tourists are tourists who are making short trips from one place to another or another country with a minimum time of 24 hours and a maximum of six months. Every tourism object certainly hopes that tourists who have visited the place will return to visit in the future. Indonesia has a lot of natural tourism potential that never runs out to be explored because of its very wide landscape. The abundance of natural wealth makes it a tourism potential that does not need to be doubted. The tourism potential in Indonesia is well known to foreign tourists. The beauty of the sea and a series of mountains can be enjoyed by tourists while in Indonesia. In this study, the object taken is Mount Bromo in East Java, in this object the researcher does not limit tourists who come from areas outside East Java. In this study the author was able to focus on Mount Bromo tourists who came from outside East Java. Mount Bromo is an active volcano in East Java. This mountain has a business and economics height of 2,329 meters above sea level with the surrounding area, namely

Probolinggo Regency, Lumajang Regency, Pasuruan Regency and Malang Regency. Mount Bromo is a mountain managed by the state with the Bromo Tengger Semeru National Park. Mount Bromo is a tourism object in East Java with the status of an active mountain. The purpose of this study was to identify and analyze the factors that influence behavioral intention of Mount Bromo tourists in East Java. (Sujood et al., 2021) and (Rahmafitria et al., 2021) who have researched factors related to subjective norms, attitude, perceived behavioral control and perceived risk on behavioral intention. The results of the two studies show differences. (Sujood et al., 2021) showed that subjective norms had no positive effect on behavioral intention, while Rahmafitria et al., (2021) showed that subjective norms had a positive effect on behavioral intention. In this study, researchers hope to provide some benefits to Yogyakarta Palace tourism to provide further information on subjective norms, attitudes, perceived behavioral control and perceived risk on behavioral intention. Researchers also hope to provide other researchers to be used as references for further research with the same topic. Not only researchers and tourism managers, this research is expected to provide benefits to students so that they can be used as references to understand subjective norms on behavioral intention.

REVIEW THE LITERATURE USED AND HYPOTHESES

Based on the background of the problem, this study is a replication of the research model of Sujood et al., (2021) and this study uses the Theory of Planne Behavior (TPB) to measure subjective norms on Mount Bromo tourists. Therefore, the following hypotheses are proposed:

H1 : subjective norms have a positive effect on the behavioral intention of Mount Bromo tourists

H2 : attitude has a positive effect on behavioral intention Mount Bromo tourists

H3 : perceived behavioral control has a positive effect on behavioral intention of Mount Bromo tourists

H4 : perceived risk has a negative effect on the behavioral intention of Mount Bromo tourists

Subjective Norms

Subjective Norms is someone who has a perception of decisions in determining behavior that makes other individuals a reference (Fishbein et al., 1980). Perception is a process in which an individual understands an information that the individual believes in that understanding. This is because perception has continuity to subjective norms in each individual. Described as tourists have a perception of social normative pressure obtained from friends, family and the beliefs of others (Ajzen, 1991; Koundinya, 2019).

Attitude

Attitude is an individual who has the readiness to act towards someone in a certain way that produces positive or negative traits (Sarwono, 2000). Attitude is often defined as the evaluation or value of someone when that person does something good or bad. This attitude produces intentions towards tourists in the form of positive or negative attitudes. Attitude arises because individuals have confidence in the beliefs or consequences of the individual doing a behavior and then analyzing the behavior from the perceived consequences.

Perceived Behavioral Control

Perceived Behavioral Control is an individual's perception of the ease or difficulty of

performing a behavior (Armitage & Conner, 2001; Lam & Hsu, 2004). Perceived Behavioral Control can be defined as an individual's perception of the ability to perform certain behaviors (Ajzen, 1991). Perception is the process of individuals understanding an information and believing in that understanding so that it gives rise to the perception that the individual can perform a behavior that they consider easy or difficult. The formulation of intentions is an important element in tourists setting a behavior on Perceived Behavioral Control (Ajzen, 1991).

Perceived Risk

Perceived risk is people who feel and measure when certain situations are called risk (Haddock, 1993). Risk is an uncertain situation that has an element of consequences that must be accepted and may occur in the future. It can be felt by individuals even to an organization or institution. Risk can be the main value in making travel decisions on travel intentions (- et al., 2021) (Sönmez & Graefe, 1998). In determining trips and making decisions on travel intentions, tourists must consider the risks that will occur so as not to get an unwanted event.

Behavioral Intention

Behavioral Intention is the behavior of consumers who want to use services on an ongoing basis is the definition of behavioral intention quoted from Dharmesta (2008) in (Purwianti & Tio, 2017). Consumers will use the service on an ongoing basis if the service can make consumers feel satisfied with what they use the service so that consumers are not afraid to use the service again. According to (Hollebeek & Rather, 2019) a person's intention to repurchase can be seen from his satisfaction because this is one of the important things.

RESEARCH METHODS

This research uses applied research. Applied Research means the development of research that has been done by Blumberg et al., (2014). This research is causal, meaning that this study discusses whether or not there is an influence of the four variables selected by Sugiyono (2017:37). The interval level in this study was proposed by the researcher to the respondents through a questionnaire that had been made. The questionnaire is used as a benchmark for the value that produces the data. The answers that have been obtained at the interval level are then arranged based on a Likert scale of 1 strongly disagree to 5 strongly agree. In this study, the data sources used are included in the primary data. This primary data was obtained by distributing questionnaires directly to the selected respondents. Questionnaires were distributed to Mount Bromo tourists in East Java Province. Data collection in this study uses non-probability sampling techniques, meaning that the sampling technique does not provide equal opportunities for each population to be a sample. Sugiyono (2017: 82). The data analysis technique used validity test, reliability test, multiple linear regression analysis, classical assumption test, and hypothesis testing.

DISCUSSION AND ANALYSIS RESULTS

The results of the analysis on research on subjective norms, attitudes, and perceived behavioral control on the behavioral intention of Mount Bromo tourists in East Java Province. This research was conducted by asking tourists to answer the statement questionnaire given by the researcher. The results are as follows:

Table 1. Validity Test of Each Variable

Dimension / Variable	Indicator	Pearson Correlation	Sig.	Criteria	Notes
Subjective Norms (SN)	SN 1	0,691**	0,000	Sig. value ≤ 0,05	Valid
	SN 2	0,731**	0,000		Valid
	SN 3	0,704**	0,000		Valid
	SN 4	0,738**	0,000		Valid
Attitude (ATT)	ATT 1	0,796**	0,000		Valid
	ATT 2	.0,777**	0,000		Valid
	ATT 3	0,744**	0,000		Valid
Perceived Behavioral Control (PBC)	PBC 1	0,576**	0,000		Valid
	PBC 2	0,636**	0,000		Valid
	PBC 3	0,676**	0,000		Valid
	PBC 4	0,616**	0,000		Valid
	PBC 5	0,669**	0,000		Valid
	PBC 6	0,259**	0,000		Valid
Perceived Risk (PR)	PR 1	0,815**	0,000		Valid
	PR 2	0,790**	0,000		Valid
	PR 3	0,777**	0,000		Valid
Behavioral Intention (BI)	BI 1	0,649**	0,000		Valid
	BI 2	0,703**	0,000		Valid
	BI 3	0,697**	0,000		Valid
	BI 4	0,686**	0,000		Valid

In table 1. Test the validity of each variable is the result of the validity of the indicators used to measure subjective norms, attitudes, perceived behavioral control, perceived risk and behavioral intention. Each indicator has a variable that is found to have a significance value of 0.05 which means it is valid. The indicator is said to be valid, it can also be seen through the Pearson correlation value which gets an asterisk (*). So, the four indicators can be used to measure behavioral intention.

Table 2. Reliability Test of Each Variable

Dimension/Variable	Reliability	Criteria	Notes
Subjective Norms	0,620	Value ≥ 0,6	Reliable
Attitude	0,814		Reliable
Perceived Behavioral Control	0,750		Reliable
Perceived Risk	0,707		Reliable
Behavioral Intention	0,615		Reliable

Based on table 2, the results show that each variable has a reliable Cronbach's Alpha value

with a value of 0.6 on its coefficient, so the indicators used to measure the variables in this questionnaire are reliable.
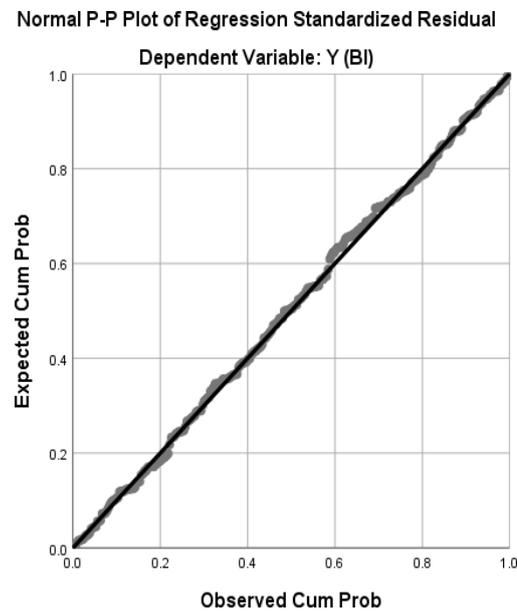

Figure 1.

Graphic normality test of normal plot

The results of the normality test in this study can be said to be normal because the results shown in the image above mean that when the points on the plot diagram above follow a line that runs from the bottom left to the top right, it is said to be normal.

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		278
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.76921935
Most Extreme Differences	Absolute	.030
	Positive	.022
	Negative	-.030
Test Statistic		.030
Asymp. Sig. (2-tailed)		.200[c,d]

Based on Kolmogorov Smirnov's One Sample calculation, the results show that the Asymp value. Sig. (2-tailed) is 0.05 which is 0.200 then it means that the data is normally distributed.

Table 3. Multicollinearity Test Results

Tolerance	Criteria	Decision	VIF	Criteria	Decision
.984	> 0,10	Valid	1.016	< 10,00	Valid
.980	> 0,10	Valid	1.021	< 10,00	Valid
.993	> 0,10	Valid	1.007	< 10,00	Valid
0.976	> 0,10	Valid	1.025	< 10,00	Valid

Based on the above values, the tolerance value obtained is above 0.10 and the VIF value is less than 10.00 so it can be said that the data is free from multicollinearity symptoms.

Table 4. Heteroscedasticity Test Results

Model	Sig.	Criteria	Decision
SN	.450	> 0,05	Valid
ATT	.258	> 0,05	Valid
PBC	.986	> 0,05	Valid
PR	.886	> 0,05	Valid

Based on the value above, the results of the heteroscedasticity test can be seen in the table the results of the heteroscedasticity test obtained for each variable subjective norms, attitude, perceived behavioral control and perceived risk get a significance value > 0.05, which means the data is free from heteroscedasticity symptoms.
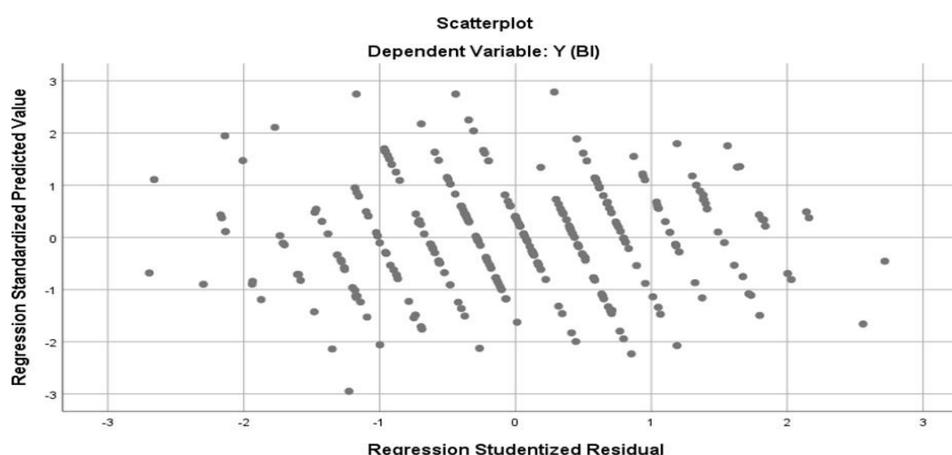

Figure 2.

Heteroscedasticity Test Scatterplot Graph

In Figure 2. the scatter plot graphic image of the heteroscedasticity test can be seen that the points are spread evenly and do not gather above or below so that it can be said that there are no symptoms of heteroscedasticity.

Table 5.Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.182[a]	.033	.019	2.789	2.132

The results of the autocorrelation test in the table above have a DU value of 2.132, then this value is compared with the Durbin Watson table of 5% with a sample size of n = 278 and the number of independent variables four k = 4. The resulting value has a greater number than the upper limit of DU 1.863. then less than 4-DU (4 – 1.863 = 2.137) then it can be concluded that there is no autocorrelation. 1,863 < 1,240 < 2,137.

Classical assumption test has been done and got good results. The next step is multiple linear regression test. Multiple linear regression analysis test was conducted to predict the value of a variable. This test is also used to determine the suitability of all models and the contribution of the dependent and independent variables.

Table 6. ANOVA Test Results

ANOVA[a]					
Model	**Sum ofSquares**	**Df**	**Mean Square**	**F**	**Sig.**
Regression	72,524	4	18,131	2,330	0.056[b]
Residual	2124,195	273	7,781		
Total	2196,719	277			

Based on the results above, it can be seen that the significant value is 0.056 > 0.5 while the calculated f value is 2.330 < 2.25 so that it can be concluded that X1, X2, X3, X4 have no effect on Y.

Table 7. Coefficients

Coefficients						
Model	**Unstandardized Coefficients**		**Standardized Coefficients Beta**	**T**	**Sig.**	**Notes**
	B	**Std. Error**				
(Constant)	8,675	1,923		4,512	,000	
Subjective Norms (X1)	,087	,040	,130	2,165	,031	Supported
Attitude (X2)	-,032	,084	-,023	-,379	,705	Not supported
Perceived Behavioral Control (X3)	,119	,053	,133	2,231	,026	Supported
PerceivedRisk (X4)	-,035	,074	-,028	-,468	,640	Not supported

The results of the study are in the coefficient table which contains the coefficient and significance values for each coefficient value variable and the significance of the subjective norms variable, namely 0.130 and 0.031. A significance value less than 0.05 and a correlation value greater than 0 indicates the relationship between the subjective norms variable and behavioral intention has a positive and supported relationship, so H1 is supported. This result is not in line with the research conducted by (Sujood et al., 2021) where the results in this study the subjective norms variable with behavioral intention have a negative relationship and are not supported. the coefficient table states that the coefficient value and significance of the attitude variable are -0.023 and 0.705. A significance value of more than 0.05 and a correlation value of less than 0 indicates that the relationship between the attitude variable and behavioral intention has a negative and unsupported relationship, so H2 is not supported. This result is not in line with the research conducted by (Sujood et al., 2021) where the results in this study of the attitude variable with behavioral intention have a positive and supported relationship. the coefficient table states that the coefficient value and the significance of the perceived behavioral control variable are 0.133 and 0.026. A significance value less than 0.05 and a correlation value greater than 0 indicates the relationship between perceived behavioral control variables and behavioral intention to have a positive and supported relationship, so H3 is supported. This result is in line with the research conducted by (Sujood et al., 2021) where the results of this study indicate that the perceived behavioral control variable with behavioral intention has a positive and supported relationship. the coefficient table states that the coefficient value and the significance of the perceived risk variable are -0.028 and 0.640. A significance value of more than 0.05 and a correlation value of less than 0 indicates the relationship between perceived risk and behavioral intention variables has a negative and unsupported relationship, so H4 is not supported. This result is not in line with the research conducted by (Sujood et al., 2021) where the results of this study indicate that the perceived risk variable with behavioral intention has a positive and supported relationship.

CONCLUSION

The tests that have been carried out and discussed, it can be concluded that not all hypotheses tested with SPSS 24 for windows have a positive and acceptable influence. The following is a description of Subjective norms that have a positive and supported effect on behavioral intention of Mount Bromo tourists. Attitude does not have a positive and unsupported influence on the behavioral intention of Mount Bromo tourists. Perceived behavioral control has a positive and supported effect on behavioral intention of Mount Bromo tourists. Perceived Risk does not have a positive and unsupported influence on the behavioral intention of Mount Bromo tourists. The results of the research that have been discussed and the conclusions that have been made are the following recommendations that can be given. For Managers, the results show that the variables that influence behavioral intention are subjective norms and perceived behavioral control. These variables can be used as a reference for managers to continue to improve existing services so that tourists want to visit Mount Bromo again. Subjective norms have an important role in stimulating tourists to visit a place based on suggestions from their closest people such as relatives, seniors and friends. Perceived behavioral control also has an important point to attract tourists to revisit Mount Bromo. Managers can provide easy access for tourists, affordable entrance ticket prices and added facilities will be able to influence the interest of increasing tourist visits.

SUGGESTIONS

For further researchers: This research can be used as a reference for further research related to the interest of visiting tourists, the sample in this study only uses tourists from East Java, it is hoped that subsequent research can reach a wider sample

For managers: The results show that the variables that influence behavioral intention are subjective norms and perceived behavioral control. These variables can be used as a reference for managers to continue to improve existing services so that tourists want to visit Mount Bromo again. Subjective norms have an important role in stimulating tourists to visit a place based on suggestions from their closest people such as relatives, seniors and friends. Perceived behavioral control also has an important point to attract tourists to revisit Mount Bromo. Managers can provide easy access for tourists, affordable entrance ticket prices and added facilities will be able to influence the interest of visiting tourists to increase

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