

ANALYZE THE INTENTION TO VISIT TANGKAHAN: A SOCIAL EXCHANGE THEORY APPROACH

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Abstract

This research aims to analyze the intention to visit Tangkahan: A Social Exchange Theory Approach. Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The respondents used in this study amounted to 114 people. This research employs a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that there is a positive and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived risks towards the intention to visit Tangkahan Tourism. Simultaneously, the results of the study show that there is a positive and significant influence between perceived benefits, perceived costs, and perceived risks towards the intention to visit Tangkahan Tourism.

Keywords : *perceived benefits, perceived cost, perceived risk, intention to visit*

1. INTRODUCTION

Tourism is a strategic industry and one of the largest sectors globally at present. This is attributed to countries worldwide earning foreign exchange from their tourism sectors (Irda et al., 2019). On a national scale, the tourism sector is considered promising for the future. The economic contribution of the tourism industry in 2015 to the national Gross Domestic Product (GDP) was 4.01%, generating US\$ 10.69 billion in foreign exchange and providing employment for 10.3 million people in the tourism sector (Ministry of Tourism, 2016). Tourism is one of the forms or processes for individuals to travel to a certain destination to experience the comfort and beauty of nature, where tourism activities are aimed at obtaining physical and spiritual pleasure after engaging in highly intensive activities (Maulini & Andriyani, 2021). By engaging in tourism, the body and mind are refreshed, enabling individuals to work more creatively once again. These days, many people engage in tourism as a form of recreation and entertainment. Busy daily routines demand high levels of concentration, making individuals easily feel fatigued and in need of recreation and entertainment to refresh both physically and mentally. Various reasons can be cited for their tourist activities, one of which is during holiday periods. People often spend their holidays visiting several tourist destinations, as tourism is considered essential (Muyassirah & Arief, 2021). Tourism is one of the most frequently visited places by people nowadays. Generally, people are interested in visiting tourist destinations if they derive personal satisfaction from them.

The intention to travel is an individual's behavior in determining a choice of tourist destination to achieve satisfaction according to the needs and desires of consumers, which include problem recognition, information search, evaluation of alternative visits, visit decision, and post-visit behavior (Rachmadi, 2021). Travel intention is a key aspect in the psychology of tourist behavior, reflecting an individual's desire to travel for specific purposes. This intention involves a complex decision-making process, influenced by several factors such as risk perception, benefit perception, and cost perception. In planning a trip, individuals actively evaluate the potential risks associated with destinations, while considering the expected benefits and accounting for cost aspects. By understanding travel intentions, research can uncover the motivations and preferences of tourists, provide a foundation for the development of better tourism policies, and assist the

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tourism industry in formulating marketing strategies that are more relevant and appealing to prospective travelers. The COVID-19 pandemic has had an impact on the number of tourist visits. According to information released by UNWTO (2022), global tourism experienced a slight increase of 4% in 2021, with over 15 million more international tourist arrivals (overnight visitors) than in 2020. However, it still remains 72% below the pre-pandemic levels of 2019 according to early estimates. The recent surge in COVID-19 cases and the emergence of the Omicron variant could disrupt the recovery of tourism in early 2022. It is likely that the quantity of international tourist visits will not return to pre-COVID-19 levels for at least five years (Munandar et al., 2023).

One of the tourist destinations that attracts many visitors is Tangkahan. Tangkahan is a tropical forest area in Langkat Regency, North Sumatra, famous for its hundreds of elephants that are very friendly to humans. Tangkahan itself is still under the umbrella of Gunung Leuser National Park. Therefore, traveling to Tangkahan is surely safe and enjoyable. Various efforts are being made by the local government through the tourism office to promote this tourist location by providing satisfaction to tourists. It is hoped that satisfied tourists will have an impact on increasing the number of both domestic and international tourists. Thus, it will contribute to the economic growth of the community in the Langkat area.

Table 1. Number of Tourist Visits Over the Past 5 Years

Tahun	Wisatawan Lokal	Wisatawan Asing	Jumlah
2017	29.640	7.890	37.530
2018	26.100	5.720	33.450
2019	24.880	7.350	31.200
2020	-	-	-
2021	17.600	1.200	18.800
2022	31.200	10.540	41.740

Source: Dinas Pariwisata (2023)

Based on the table above, it can be seen that there was a surge in the number of tourists visiting Tangkahan Tourist Attraction in 2022, with a total of 31,200 local tourists and 10,540 foreign tourists. The tourist influx over the past five years has been highly fluctuating, with the lowest number of tourist visits occurring in 2021, with 17,600 local tourists and 1,200 foreign tourists, totaling 18,800 visitors. A decrease in the number of visitors occurred in 2020, which was the peak period of the Covid-19 pandemic, resulting in a high risk for tourism visits, leading to the closure of tourist attractions. However, in 2022, there was a drastic increase in the number of visits despite the higher entrance fees. The expenses incurred can vary depending on the chosen destination. Generally, the main cost to be paid is the entrance ticket, priced at Rp. 25,000,-. The elephant bathing attraction, on the other hand, costs Rp. 50,000,-. Nevertheless, it is evident that many people are interested in this elephant bathing activity. Perception of benefits indicates the extent to which an individual gains access to tourism facilities that can enhance their personal well-being or benefit the community as a whole. High-quality tourism facilities (amenities and infrastructure) that meet the needs and desires of consumers contribute to an increase in tourist satisfaction levels. Consequently, the satisfaction experienced by tourists will impact their trust in tourism services, leading to long-term recommendations to peers, friends, and family.

Tourists who have negative experiences with tourism are inclined to not support it, whereas the more positive potential impacts of tourism are perceived, the more residents are willing to support its development (Munandar et al., 2023). Previous findings indicate that according to the Social Exchange Theory (SET), the perception of tourism benefits has a positive relationship with tourism. This condition suggests that when tourism experiences provide benefits to visitors such as stress relief and comfort, the intention to visit will increase. Meanwhile, the perception of costs has a negative relationship with tourism. This condition implies that if traveling requires significant expenses, the desire to engage in tourism will be lower (Aleshinloye et al., 2021). Another factor that influences tourism intention is risk perception. Tourists' perceptions of risk and safety emerge

as one of the key factors in their decision-making process to travel to a destination (Nugraha & Rafdinal, 2022). Tourists may perceive different risk issues due to differences in geography, culture, psychology, and travel experiences that can influence their behavioral intentions differently. Tourism risk can be defined as consumers' perceptions of whether a tourism event is beyond an acceptable level for their travel behavior (Haqiqi et al., 2020). Research conducted by (Joo et al., 2021; Munandar et al., 2021) concludes that risk perception has a negative effect on tourism intention, indicating that increased risk will deter someone's intention to travel. Risk factors lead to expectations of potential losses and also negatively influence individuals' attitudes toward a behavior. Further research on cost perception can provide valuable insights into how financial factors influence tourist decisions. This research can help understand to what extent individuals perceive costs as barriers or attractions in their intention to travel. Some people may be more sensitive to costs and require careful evaluation before they are willing to spend money on a trip. On the other hand, there are those who may be more flexible and willing to pay more for unique tourism experiences or higher quality.

2. IMPLEMENTATION METHOD

This research was conducted on tourists at Tangkahan Tourism. The subjects of this study were perceived risk, perceived benefits, perceived costs, and intentions. The population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions from (Sugiyono, 2016). The population in this research is all tourists in Tangkahan Tourism whose exact number is unknown. Based on the formula of Hair's guidelines, the calculation of the sample size used in this study amounts to 114 respondents. This calculation is based on the sum of indicators plus the number of variables, which is $(15 + 4) \times 6 = 114$ respondents. The data analysis method employed is quantitative method. According to Arikunto (2017), quantitative method is a data analysis approach in numerical form utilizing multiple linear regression with the assistance of Statistical Product and Service Solution (SPSS) software. The data acquired in numerical form will subsequently be analyzed with the aid of statistical tools. The equation is as follows:

$$Y = a + PM(X_1) - PB(X_2) - PR(X_3) + e$$

3. RESULTS AND DISCUSSION

3.1 Results

The technique used in this research is multiple linear regression analysis, aimed at examining the influence of independent variables, namely perceived benefits, perceived costs, and perceived risks, on the dependent variable, which is the intention to travel or the decrease in independent variables affecting the dependent variable. The results of the regression analysis calculation are obtained as follows in the table below:

Table 2. Results Partial Regression Analysis

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	3.699	.452		8.193	.000
Perceived Benefits	.296	.096	.271	3.083	.003
Perceived Costs	-.203	.081	-.225	-2.511	.013
Perceived Risk	-.216	.085	-.227	-2.553	.012

a. Dependent Variable: Niat Wisata

Source: Data Processed (2023)

Based on the output in the table above, it can be observed that the values are obtained from the following multiple linear regression analysis equation:

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$$Y = 3,699 + 0,296 (X_1) - 0,203 (X_2) - 0,216 (X_3)$$

Based on the results derived from the multiple linear regression equation above, the outcomes are outlined as follows:

1. The constant of 3.699 implies that if the perceived benefits, perceived costs, and perceived risks remain constant, then the intention to travel will have a fixed value of 3.699.
2. The regression coefficient for the perceived benefits variable is a positive value of 0.296. This means that an increase in perceived benefits by 1 point will result in an increase in intention to travel by 0.296. Therefore, there is a positive relationship between perceived benefits and intention to travel, and an increase in perceived benefits can be considered a contributing factor to the increase in the intention to travel. The positive coefficient indicates the direction of the positive relationship between the two variables, while the coefficient value (0.296) indicates the magnitude of the impact of changes in perceived benefits on travel intention.
3. The regression coefficient for the cost perception variable is -0.203, indicating that an increase in cost perception by 1 point will decrease the intention to travel by 0.203. The regression coefficient for the cost perception variable, which is -0.203, provides insights into the direction and strength of the relationship between the two variables. If the cost perception increases by 1%, the intention to travel tends to decrease by 0.203. In other words, the higher the cost perception or expense incurred, the lower the intention to travel.
4. The regression coefficient for the risk perception variable is -0.216, indicating that an increase in risk perception by 1 point will increase the intention to travel by 0.216. This suggests that a 1% increase in risk perception will be associated with a decrease in the intention to travel by 0.216. In other words, higher risk perception is correlated with lower intention to travel.

In this research, its validity is tested using partial tests. The testing is conducted with a significant level (p-value), where if the calculated t-value (t-test) is greater than the tabulated t-value, then the hypothesis is accepted. Conversely, if the tabulated t-value is less than the calculated t-value, then the hypothesis is rejected. Based on the table 4.6 above, it shows the results of the partial test, which will be explained as follows:

1. Based on the results of statistical analysis, the perception of benefits has a positive and significant influence on tourism intention partially. The regression coefficient for the perception of benefits variable indicates a positive direction, suggesting that an increase in the perception of benefits is associated with an increase in the intention to engage in tourism. Statistically, the t-value of 3.083 exceeds the critical t-value of 1.658, with a significance level of 0.003 lower than the significance threshold of 0.05, thus it can be concluded that H1 is accepted.
2. Based on the results of statistical analysis, it can be concluded that partially, the perception of cost has a significant negative influence on travel intention. The regression coefficient for the cost perception variable indicates a negative direction, indicating that an increase in cost perception is associated with a decrease in the intention to travel. Furthermore, the calculated t-value of -2.511 exceeds the critical t-value of 1.658, with a significance level of 0.013, which is lower than the significance threshold of 0.05. Therefore, it can be inferred that H2 is accepted.
3. Based on the results of statistical analysis, it can be concluded that partially, risk perception has a significant negative influence on travel intention. The regression coefficient for the risk perception variable indicates a negative direction, suggesting that an increase in risk perception is associated with a decrease in the intention to travel. Furthermore, the t-value of -2.553 exceeds the critical t-value of 1.658, with a significance level of 0.012 lower than the significance threshold of 0.05, thus it can be concluded that H3 is accepted.

If the termination coefficient approaches one, it can be said that the independent variable influences the dependent variable. Furthermore, the termination coefficient (R²) is used to

determine the percentage of changes in travel intention (Y) caused by perceptions of benefits, perceptions of costs, and perceptions of risks. Therefore, it can be observed in the following table:

Table 3. Result Coefficient of Correlation and Determination Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of The Estimate</i>
1	0,439	0,192	0,170	0,459

Source: Data Processed (2023)

Based on the table above, it shows that the correlation coefficient (R) is 0.439, indicating a moderate correlation between the variables of perceived benefits, perceived costs, and perceived risks on tourism intention. Meanwhile, the coefficient of determination (R Square) is 0.192, meaning that the variables of perceived benefits, perceived costs, and perceived risks have the ability to explain their influence on tourism intention by 19.2%. The remaining 88.2% is influenced by other factors outside of this study. Simultaneous testing is conducted to observe the overall influence of independent variables on the dependent variable. The results of the simultaneous test are as follows:

Table 4. Simultaneous Test Results

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.537	3	1.846	8.739	.000 ^b
	Residual	23.235	110	.211		
	Total	28.772	113			

Source: Data Processed (2023)

From the table above, it can be observed that the calculated F value is 8.739 and the tabulated F value is 2.311. This indicates that the perceptions of benefits, costs, and risks simultaneously influence the intention to travel, thus the decision is to accept H4.

DISCUSSION

The Effect of Perceived Benefits on Intentions to Travel to Tangkahan Tourism

The perception of benefits has a significant and positive influence on the intention to engage in tourism. This is evidenced by the statistical value of the t-test being greater than the t-table, specifically $3.083 > 1.658$, with a significance level of 0.003. The presence of a positive influence between the perception of benefits and the intention to engage in tourism indicates that the higher the perceived benefits received, the higher the intention to visit tourist destinations. The research findings are consistent with previous studies, indicating that according to the Social Exchange Theory (SET), perceptions of the benefits of tourism have a positive relationship with tourism. This condition suggests that when tourism experiences provide benefits to visitors such as stress relief and comfort, the intention to visit will increase (Aleshinloye et al., 2021).

The Effect of Perceived Cost on Intentions to Travel to Tangkahan Tourism

The perception of costs has a significant and negative influence on tourism intention. This is evidenced by the statistical value of the comparison, where $t\text{-value} > t\text{-table}$, specifically $-2.511 > -1.658$, with a significance level of 0.013. The negative influence between cost perception and tourism intention indicates that the higher the expenses incurred, the lower the intention to engage in tourism visits. The importance of this finding can be understood in the context of consumer decision dynamics in the tourism industry. Travelers tend to evaluate cost-benefit before making decisions to travel, and a perception of high costs can be a significant barrier. Factors such as transportation costs, accommodation, and activities at the destination are key considerations in shaping cost perceptions. For individuals who perceive costs to outweigh benefits, they may view tourism negatively. Cost perception has a negative relationship with tourism. This implies that if traveling requires a high cost, the desire to travel will be lower (Aleshinloye et al., 2021).

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The Effect of Perceived Risk on Intentions to Travel to Tangkahan Tourism

The perception of risk has a significant negative influence on tourism intention, as evidenced by the statistical value of the t-ratio being greater than the t-table value, which is $-2.553 > -1.658$, with a significance level of 0.012. The negative influence between risk perception and tourism intention indicates that the higher the perceived risk, the lower the intention to engage in tourism visits. High risk perceptions in the context of travel can be a determining factor in reducing tourists' intentions to visit. The research findings indicate that the higher the perceived risk level, whether related to safety, health, or other factors, the lower the likelihood that someone will have an intention to experience tourism. These risks may include uncertainty related to global situations, security conditions in tourist destinations, or other factors that may trigger concerns. The findings of the study are consistent with those conducted by (Joo et al., 2021; Munandar et al., 2021), indicating that risk perception has a negative influence on travel intention. This suggests that as the perceived risk increases, it deters individuals from intending to travel.

4. CONCLUSION

The results of the study indicate that there is a positive and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived risks towards the intention to visit Tangkahan Tourism. Simultaneously, the results of the study show that there is a positive and significant influence between perceived benefits, perceived costs, and perceived risks towards the intention to visit Tangkahan Tourism.

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