

RISK PERCEPTION AND INTENTION OF TOURING TO THE CITY OF SABANG IN THE TIME OF THE COVID-19 PANDEMIC

Munandar¹, Chalirafi², Naufal Bachri³, Fuadi⁴, Moh. Syauki⁵

^{1,2,3,4} Faculty of Economic and Business, Universitas Malikussaleh

⁵ Universitas Abulyatama

Corresponding Author: ¹⁾ munandar@unimal.ac.id

Abstract

The purpose of this study was to determine the impact of the risk perception of tourists on the intention to travel to Sabang City in the midst of the Covid 19 pandemic. This research is based on the theoretical framework of the theory of planned behavior (TPB). Sample approach using Non-Probabilityaccidental sampling. The sample amounted to 200 respondents who came from within and outside the province of Aceh. The results of this study indicate that the perception of risk has a negative and significant effect on the antecedents of Intention, namely Attitude, Behavioral Control, and Subjective Norms. Attitudes and Behavioral Control each have a positive and significant effect on the intention of tourists visiting Sabang City during the covid 19 pandemic. Meanwhile, Subjective Norms have no significant effect.

Keywords: Risk Perception, Attitudes, Subjective Norms, Behavioral Control, & Intentions

1. INTRODUCTION

Since its existence was discovered by the medical world in December 2019 until now, the corona virus (covid 19) has had many negative impacts on almost all sectors of life. The tourism sector with its several sub-sectors is one of the sectors most negatively impacted by this virus (Gössling et al., 2020). UNWTO estimates that world tourist arrivals will decline by between 20% and 30% by 2020, leading to a reduction in international tourism revenues of US\$ 300–450 billion (UNWTO, 2020). From various crisis or disaster events, the tourism industry is very vulnerable due to these impacts (Cro & Martins, 2017). The reluctance of the majority of the world's population to travel is due to their fear of the dangers of contagion of covid 19. In addition, governments in each country make policies that limit the movement of human visits as a form of control against the pandemic. In Indonesia, the negative impact of COVID-19 on the world of tourism is felt in almost the entire tourism value chain and greatly affects small and medium-sized companies involved in the tourism industry (Sugihamretha, 2020). Sabang which is one of the tourism destinations in Aceh Province which is often visited by tourists, both local, national and foreign tourists. did not escape the negative impact of covid 19. During 2020 there were 85,726 tourists visiting various tourist destinations in Sabang City, both local, national and foreign tourists. This is inversely proportional to the previous year where the number of tourists traveling to Sabang City reached 620,694 (okezone.com, 2020).

SlowlyThe impact of covid can be managed with various strategic approaches with various objectives, one of the main objectives is the management strategy in the midst of a pandemic in the tourism sector. In the midst of a pandemic, a very important input in the world of tourism is knowing how to change the minds and behavior of consumers (Zanker & Kock, 2020). The impact of COVID-19 on the tourism industry is reflected not only in lower income on the supply side, but also in the perception of risk inherent in individuals on the demand side (Li, et al., 2020). The willingness of tourists to travel and tourism demand is largely determined by the safety factor (Simon, 2009). In addition, based on complex psychological characteristics, tourists' risk perceptions differ (Reisinger & Mavondo, 2005). These various risk perceptions can be directly related to the consequences of covid 19 (Sandra, et al, 2020). tourists' concerns about risks to their health or the possibility of

contracting infectious diseases have influenced their behavior and choice of tourist destinations (Chinazzi et al, 2020). So far, several researchers have conducted research related to the intention to travel amidst the risk of the COVID-19 pandemic (Sandra, et al, 2020, Bae & Chang, 2020, and Chen, et al, 2020). Research on travel intentions amid the pandemic is still very limited and further research needs to be carried out in different contexts from tourists' concerns about risks to their health or the possibility of contracting infectious diseases have influenced their behavior and choice of tourist destinations (Chinazzi et al, 2020). So far, several researchers have conducted research related to the intention to travel amidst the risk of the COVID-19 pandemic (Sandra, et al, 2020, Bae & Chang, 2020, and Chen, et al, 2020). Research on travel intentions amid the pandemic is still very limited and further research needs to be carried out in different contexts from the stated limitations. This study seeks to analyze the intentions of tourists traveling in the midst of the COVID-19 pandemic to the City of Sabang, Aceh Province. This research is based on the theoretical framework of the theory of planned behavior (TPB) (Ajzen, 1985) which is widely used by researchers in analyzing intentions.

1.1 The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) introduced by Ajzen (1985) is one of the theories main in predicting individual behavior based on one's beliefs and attitudes. Basically, TPB is an extension of Theory of Reasoned Action (TRA), in which behavior is predicted by subjective attitudes and norms. However, Ajzen (1985) later presented TPB with an additional variable, perceived behavioral control, due to the lack of explanatory power on behavior influenced by many determinants (Terry et al., 1999). According to the TPB, attitudes (individuals' personal beliefs and feelings toward the behavior), subjective norms (individual perceptions of what the reference will think about the behavior's performance), and perceived behavioral control (people's ability to perform the behavior) serve as antecedents of intentions. behave (tendency to behave), which in turn affects behavior (Bae & Chang, 2020). This TPB theory is often used in various studies related to psychology and is subsequently used by various disciplines (Heikal, et al, 2014). TBP is one of the most widely used psychological approach models by researchers to explain and predict human behavior (Chaulagain et al. 2020). TPB has been commonly used in various disciplinary contexts (Ferdous, 2010). And researchers have tried to include additional variables on the TPB to increase its explanatory power for more accurate behavior prediction (Bae & Chang, 2020). Previous researchers have widely used TPB to explain tourist behavior in different contexts (Chaulagain et al. 2020). Meanwhile,

H1 : Attitudes positively and significantly affect the intention to travel to Sabang City when Covid 19 pandemic

H2 : Subjective Norms positively and significantly affect the intention to travel to Sabang City during the Covid 19 pandemic

H3 : Behavioral control positively and significantly affects the intention to travel to Sabang City during the Covid 19 pandemic

1.2 Risk Perception and Theory of Planned Behavior (TPB)

Draft Risk was first introduced by Bauer (1960) who in his observations of consumers found that consumer behavior involves risk, in the sense that every consumer action that cannot be anticipated has consequences of uncertainty and maybe some of the uncertainty is unpleasant for consumers. Since then, the concept of risk has received wide attention in consumer behavior

research (Dolnicar, 2005). Perceived risk is defined as the subjective potential for loss stemming from the uncertainty in which several possibilities may occur. However, the definition of risk perception will vary depending on the particular context (Sandra, et al, 2020). Perception Risk in tourism is defined as an evaluation of the situation regarding risks in order to make travel decisions, purchase and consume travel products or experiences (Reisinger & Mavondo, 2005). Based on previous research, it is known that risk perception is an antecedent of intention (Hasan, et al, 2017). Meanwhile, Sohn, et al. (2016), Chew & Jahari (2014), Cetinsoz & Ege (2013), and Fuchs & Reichel (2011) found that the perception of risk affects the intention of tourists to visit and revisit a tourist destination. In another study that used the TPB model approach in the context of a pandemic, found no significant effect between risk perception and intention (Lee, et al, 2012 & Shin, et al 2021). Meanwhile (Sandra et al. The findings from the research of Ajzen, (1985), Quintal et al, (2010), and Sandra, et al, (2020) in the TPB model show that risk perception determines attitudes, and in turn affects behavioral intentions. Then, other findings show risk perception as an antecedent of subjective norms (Lee, 2009, Bae & Chang, 2020) and behavioral control (Lee, 2009, Sandra, et al, 2020, Bae & Chang, 2020). Each individual's perception of risk may or may not be in line with the actual situation, but, since it implies an expectation of loss, it is likely to have a negative impact on an individual's attitude and behavioral control (Sandra, et al, 2020).

- H4 : Perceptions of Covid 19 risk negatively and significantly affect tourists' attitudes to traveling to Sabang City during the Covid 19 pandemic
- H5 : Perception of Covid 19 risk negatively and significantly affects tourist behavior control to travel to Sabang City during the Covid 19 pandemic
- H6 : Perception of Covid 19 Risk negatively and significantly affects the Subjective Norms of tourists to travel to Sabang City during the Covid 19 pandemic

2. IMPLEMENTATION METHOD

This research was conducted in Sabang City, Aceh Province, Republic of Indonesia. While the objects in this study are Risk Perceptions, Attitudes, Subjective Norms, Attitudes, and Intentions of tourists visiting Sabang City as their chosen tourist destination during the COVID-19 pandemic. The population in this study is the Acehnese as local tourists and national tourists who visit Sabang City, Aceh Province for sightseeing trips. Meanwhile, the sampling technique used is Non Probability Sampling with an accidental sampling approach. The number of samples studied amounted to 200 respondents. All indicators of research variables refer to Sandra, et al, (2020). In this study, the method of analysis of the model and the hypothesis used is the Structural Equation Model - Partial Least Squares (SEM-PLS) procedure approach with the WarpPLS 7.0 application. Before the test is carried out, the Outlier Model (Measurement Model) and Inner Model (Structural Model) tests must first be met as a condition for using the Structural Equation Model - Partial Least Squares (SEM-PLS) procedure.

Table 1 Demographic Statistics of Respondents

| Description | Category | Frequency | Percentage |
|-------------|--------------------|-----------|------------|
| Gender | Man | 108 | 54 |
| | Woman | 92 | 46 |
| Age | < 20 Years | 37 | 18.5 |
| | 20-25 Years | 100 | 50 |
| | 26-30 Years | 10 | 5 |
| | 31-35 Years | 33 | 16.5 |
| | 36-40 Years | 15 | 7.5 |
| | > 40 Years | 5 | 2.5 |
| Education | senior High School | 100 | 50 |
| | Bachelor | 81 | 40.5 |
| | Master | 19 | 9.5 |

| | | | |
|--------|-----------------------|-----|------|
| Work | Government employees | 37 | 18.5 |
| | Private employees | 5 | 2.5 |
| | Entrepreneur | 21 | 10.5 |
| | Student/Student | 137 | 68.5 |
| Origin | Aceh Province | 152 | 76 |
| | Outside Aceh Province | 48 | 24 |
| Visit | 3-5 Visits | 139 | 69.5 |
| | 6-8 Visits | 6 | 3 |
| | > 8 Visits | 55 | 27.5 |

Demographic data from the respondents shown in table 1, it can be seen that there are more male respondents than female, the dominant age is in the range of 20-25 years. Most of the respondents have high school education. Respondents Students / Students are the most respondents compared to respondents who work in other professions. Judging from the origin of the respondents, most of them came from within the Aceh Province compared to those from outside the Aceh Province. Meanwhile, based on the number of visits, respondents were dominated by 3-5 visits.

3. RESULTS AND DISCUSSION

3.1 Measurement Model (Outer Model)

In the Measurement Model there are three things that need to be evaluated, namely Convergent Validity, Discriminant Validity, and Reliability. To meet the requirements for convergent validity of the reflective construct, there are two criteria that must be met, firstly the value of loadings in the combined loadings and cross-loading table must be 0.5 and second, the P Value 0.05 (Kock, 2020). Meanwhile (Hair et al, 2014) requires the value of loadings to be 0.7. From the results of the study, it is known that each indicator item in this study has a loadings value of 0.7 and a P value of 0.05, this shows that each indicator item in this study has met the requirements of convergent validity. In addition, the AVE (Average variances extracted) value of all variables has a value of 0.5 as required by (Kock, 2020, & Hair et al, 2014).

Table 2 Combined Loadings and Cross-Loadings

| | Intent | risk | Attitude | Control | Norm | Type (a | SE | P value | AVE |
|-----------|--------|--------|----------|---------|--------|---------|-------|---------|-------|
| Intent1 | 0.927 | -0.110 | -0.029 | -0.092 | -0.004 | Reflect | 0.059 | <0.001 | |
| Intent2 | 0.853 | 0.187 | 0.009 | 0.076 | 0.066 | Reflect | 0.060 | <0.001 | 0.815 |
| Intent3 | 0.926 | -0.062 | 0.020 | 0.022 | -0.057 | Reflect | 0.059 | <0.001 | |
| risk1 | -0.020 | 0.958 | 0.029 | 0.043 | 0.000 | Reflect | 0.059 | <0.001 | |
| risk2 | 0.025 | 0.971 | -0.003 | 0.028 | 0.009 | Reflect | 0.059 | <0.001 | 0.914 |
| risk3 | -0.006 | 0.939 | -0.027 | -0.073 | -0.009 | Reflect | 0.059 | <0.001 | |
| Attitude1 | 0.032 | -0.021 | 0.951 | -0.031 | -0.011 | Reflect | 0.059 | <0.001 | |
| Attitude2 | -0.004 | -0.046 | 0.951 | -0.047 | -0.013 | Reflect | 0.059 | <0.001 | 0.841 |
| Attitude3 | -0.032 | 0.075 | 0.845 | 0.087 | 0.027 | Reflect | 0.060 | <0.001 | |
| Control1 | -0.066 | -0.115 | 0.073 | 0.847 | -0.010 | Reflect | 0.060 | <0.001 | |
| Control2 | 0.109 | 0.103 | -0.023 | 0.837 | -0.141 | Reflect | 0.060 | <0.001 | 0.743 |
| Control3 | 0.040 | 0.040 | -0.014 | 0.886 | -0.012 | Reflect | 0.060 | <0.001 | |
| Control4 | -0.080 | -0.028 | -0.034 | 0.878 | 0.156 | Reflect | 0.060 | <0.001 | |
| Norm1 | 0.094 | 0.269 | 0.099 | 0.158 | 0.815 | Reflect | 0.060 | <0.001 | |
| Norm2 | -0.027 | -0.161 | -0.004 | -0.158 | 0.808 | Reflect | 0.061 | <0.001 | 0.657 |
| Norm3 | -0.081 | -0.189 | -0.059 | -0.132 | 0.876 | Reflect | 0.060 | <0.001 | |
| Norm4 | 0.021 | 0.103 | -0.035 | 0.156 | 0.737 | Reflect | 0.061 | <0.001 | |

Discriminant validity can be seen in the value of cross loadings between indicators and their constructs. In table 2 above, it can be seen that the correlation of each indicator with its construct is higher than the other constructs. In addition, from the results of the study, it is known that the square

root of the extracted mean variance (square roots of AVE) is higher than any correlation involving the latent variable which shows that all indicators are valid based on discriminant validity (Kock, 2020). In this study, the reliability of reflective indicators was carried out as suggested by (Kock, 2020) with a composite reliability approach and Cronbach's Alpha coefficient with the condition that both must be 0.7.

Table 3 Value of Square Root AVE

| | Intent | risk | Attitude | Control | norm |
|----------|--------------|--------------|--------------|--------------|--------------|
| Intent | 0.903 | -0.478 | 0.293 | 0.291 | 0.229 |
| risk | -0.478 | 0.956 | -0.574 | -0.524 | -0.338 |
| Attitude | 0.293 | -0.574 | 0.917 | 0.414 | 0.296 |
| Control | 0.291 | -0.524 | 0.414 | 0.862 | 0.451 |
| norm | 0.229 | -0.338 | 0.296 | 0.451 | 0.810 |

Table 4 Composite reliability and Cronbach's alpha

| Composite reliability coefficients | | | | |
|------------------------------------|-------|----------|---------|-------|
| Intent | risk | Attitude | Control | norm |
| 0.929 | 0.920 | 0.941 | 0.920 | 0.884 |
| Cronbach's alpha coefficients | | | | |
| Intent | risk | Attitude | Control | norm |
| 0.886 | 0.913 | 0.904 | 0.885 | 0.824 |

3.2 Structural Model (Inner Model)

The approach in the structural model (inner model) uses the Fit Model approach. some fit indicators must meet eligibility requirements such as Average path coefficient (APC), Average R-squared (ARS), Average adjusted R-squared (AARS) where the P Value is 0.05. Average block VIF (AVIF) and Average full collinearity VIF (AFVIF) are 3.3. Tenenhaus GoF (GoF) should not be 0.1 (Kock, 2020) as well as several other fit indicators.

Model fit and quality indices

Average path coefficient (APC)=0.340, P<0.001
 Average R-squared (ARS)=0.247, P<0.001
 Average adjusted R-squared (AARS)=0.241, P<0.001
 Average block VIF (AVIF)=1.349, acceptable if <= 5, ideally <= 3.3
 Average full collinearity VIF (AFVIF)=1.547, acceptable if <= 5, ideally <= 3.3
 Tenenhaus GoF (GoF)=0.443, small >= 0.1, medium >= 0.25, large >= 0.36
 Simpson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1
 R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1
 Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7
 Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7

Figure 1 Model Fit

Based on the results of the Warppls 7.0 output display which is the application of the analytical tool used in this study, all fit indicators for the evaluation of the structural model (inner model) have met the requirements. Among them are APC, ARS, AARS with P value 0.001 or 0.05 as required. Then AVIF and AFVIF are respectively worth 1.349 and 1.547 or 3.3 which are at the ideal value or as required. In addition to the fit indicator approach to the Model Fit criteria, in evaluating the structural model (inner model) the value of the coefficient of determination (R2) must also be seen so that it can be seen how far a construct can explain other constructs in a research model. models in which the coefficient of determination (R2) or the adjusted coefficient of determination (adjusted R2) is below 0.02 should be considered for revision (Kock, 2020). Based on table 5, it can be seen

that the value of R2, Adjs-R2, and Q2> from 0.02 so that the value is feasible and does not need to be revised.

Table 5 Score R2, Adjs- R2, and Q2

| R-squared coefficients | | | | |
|---------------------------------|------|----------|---------|-------|
| Intent | risk | Attitude | Control | norm |
| 0.183 | | 0.397 | 0.282 | 0.126 |
| Adjusted R-squared coefficients | | | | |
| Intent | risk | Attitude | Control | norm |
| 0.170 | | 0.394 | 0.278 | 0.122 |
| Q-squared coefficients | | | | |
| Intent | risk | Attitude | Control | norm |
| 0.176 | | 0.383 | 0.276 | 0.125 |

3.3 Hypothesis test

The approach taken to answer the research hypothesis is through the Path Analysis approach where the consideration of whether the hypothesis is accepted or not is based on the P Value of the Path Coefficient. If P Value > 0.05 then the hypothesis is rejected, and if P Value < 0.05 then the hypothesis is accepted (Kock, 2020).

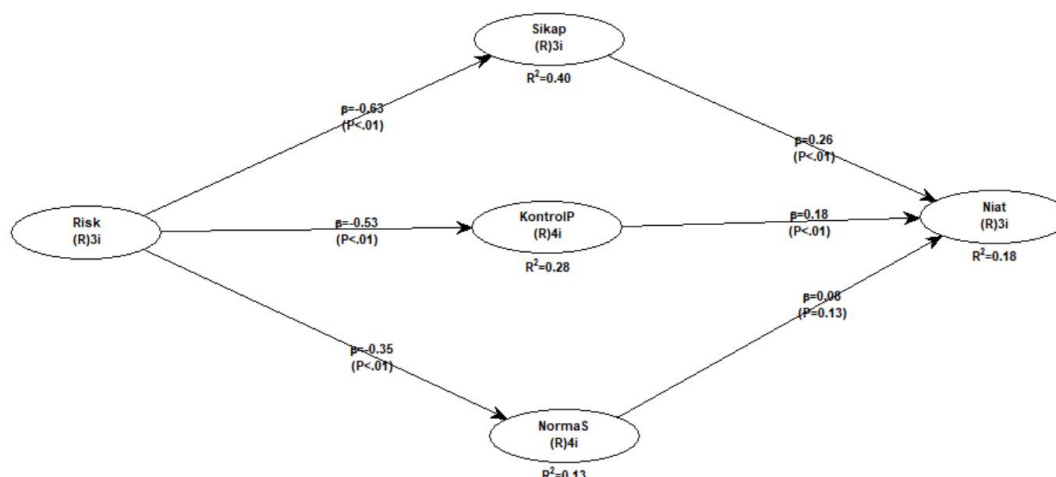


Figure 2 Path Analysis

Based on the test results, the test results of each hypothesis are as follows:

- The results of testing the effect of risk perception on attitudes show a path coefficient value of -0.630 with a significance P Value <0.001 or much smaller than 0.05. Thus, the hypothesis (H4) which states that there is a negative and significant influence between the perception of risk and the attitude of tourists visiting Sabang City during the COVID-19 pandemic can be accepted.
- The results of testing the effect of risk perception on Behavioral Control show a path coefficient value of -0.531 with a significance P Value <0.001 or much smaller than 0.05. Thus, the hypothesis (H6) which states that there is a negative and significant influence between risk perception and behavioral control of tourists visiting Sabang City during the COVID-19 pandemic can be accepted.
- The results of testing the effect of risk perception on the Subjective Norm show a path coefficient value of -0.355 with a significance P Value <0.001 or much smaller than 0.05. Thus, the hypothesis (H5) which states that there is a negative and significant influence between the perception of risk and the subjective norm of tourists visiting Sabang City during the COVID-19 pandemic can be accepted.

- The results of testing the influence of Attitude on Intentions show a path coefficient value of 0.265 with a significance P Value <0.001 or much smaller than 0.05. Thus, the hypothesis (H1) which states that there is a positive and significant influence between the attitudes and intentions of tourists visiting Sabang City during the COVID-19 pandemic can be accepted.
- The results of testing the influence of Behavioral Control on Intentions show a path coefficient value of 0.182 with a significance P Value of 0.004 or much smaller than 0.05. Thus, the hypothesis (H3) which states that there is a positive and significant influence between Behavioral Control and Tourist Intentions to visit Sabang City during the COVID-19 pandemic can be accepted.
- The results of testing the influence of Subjective Norms on Intentions show a path coefficient value of 0.077 with a significance P Value of 0.134 or greater than 0.05. Thus, the hypothesis (H2) which states that there is a positive and significant influence between the Subjective Norm and the intention of tourists visiting Sabang City during the COVID-19 pandemic is rejected.

Table 6 Path Coefficient and P Value

| Construct | Path Coefficient | P Values | Significance | Hypothesis |
|-----------------------|------------------|----------|-----------------|------------|
| Risk-> Attitude | -0.630 | <0.001 | Significant | Accepted |
| Risk-> Control | -0.531 | <0.001 | Significant | Accepted |
| Risk -> Norm | -0.355 | <0.001 | Significant | Accepted |
| Attitude -> Intention | 0.265 | <0.001 | Significant | Accepted |
| Control -> Intention | 0.182 | 0.004 | Significant | Accepted |
| Norms -> Intentions | 0.077 | 0.134 | Not significant | Rejected |

4. CONCLUSION

Study This study analyzes the effect of perceived risk of traveling to Sabang city on the covid 19 situation. The proposed research model is based on the Theory Of Planned Behavior (TPB) with 4 original variables, namely Attitude, Subjective Norm, PBC (Perceived Behavioral Control), and Intention. From the results of the study, it is known that the perception of travel risk in the midst of the covid 19 pandemic condition to the City of Sabang affects Attitudes and PBC (Perceived Behavioral Control) negatively and significantly, with higher absolute scores on the relationship between risk perception and Attitude. This shows that the higher the risk perception will result in lower attitudes and behavioral control of tourists traveling to Sabang City in the midst of the COVID-19 pandemic, and vice versa, the lower risk perception will result in higher attitudes and behavioral control of tourists traveling to Sabang City in the midst of this period. the covid 19 pandemic, and the results of this study are in accordance with other findings also in the context of a pandemic (Sandra, et al, 2020, Su, et al, 2021, and Xu, et al, 2021).

The results of the study also found that The perception of travel risk in the midst of the COVID-19 pandemic to Sabang City negatively and significantly affects the Subjective Norms of tourists. This means, when a person perceives the high risk of traveling, that person tends to believe that his reference group does not support his travels, and vice versa when someone perceives the low risk of traveling, that person tends to believe that the reference group support the tour. The results of this study are in principle in line with the findings (Bae & Chang, 2020) which shows a positive and significant influence between risk perception and subjective norms in the context of the covid 19 pandemic and tourism to untouched places (Untact Tourism). These results show that the higher/lower the perception of tourism risk during the COVID-19 pandemic, the higher/lower the confidence that individuals will receive from their reference group for Untact Tourism (low risk of a pandemic), which can be interpreted in another way if the perception of the risk of covid 19 is higher/lower. high, then the reference group support to a high place will have low risk, or a negative influence. The results of this study are also in line with (Murray & Schaller, 2012), which confirms

the influence of perceived threat of infectious disease (*the perceived threat of infectious disease*) to conformity with social norms. Several other studies using *Theory Of Planned Behavior* (TPB) and in the context of a pandemic, did not find a significant effect risk perception on travel intention (Lee et al, 2012) in H1N1 cases (Shin, et al 2021) Covid 19 in the context of traveling abroad, and (Su, et al, 2021, Sandra, et al, 2020,) in the context of traveling during the health crisis of the covid 19 pandemic.

Model The TPB built in this study is weak (R² 18.3%) in explaining the intention to travel to Sabang City. However, according to (Hair et al, 2014) R² value 0.2 (20%) is high for the discipline of consumer behavior. From the results of the study, two variables in the TPB model are Attitude and PBC (Perceived Behavioral Control) has a positive and significant effect on the intention to travel to Sabang City in the midst of the Covid 19 pandemic, where Attitude is the variable that has the largest contribution in influencing Intention. These empirical findings are in line with the findings of other researchers using the TPB model and in the context of the COVID-19 pandemic (Sandra, et al, 2020, Bae & Chang, 2020, Li, et al, 2020, Liu, et al, 2021, Xu, et al, 2021, Pahrudin, et al, 2021, and Sujood, et al, 2021).

Meanwhile, the results of this study indicate that the Subjective Norm has no effect on Intentions traveling to Sabang City in the midst of the Covid 19 pandemic, these findings are in accordance with (Pahrudin, et al, 2021, and Sujood, et al, 2021) who confirmed that the Subjective Norm was not significant for predicting the intention to travel during the COVID-19 pandemic situation. In contrast, with the model and context of COVID-19, several other researchers found a significant influence on the Subjective Norm. on Intention to travel (Sandra, et al, 2020, Bae & Chang, 2020, Li, et al, 2020, Liu, et al, 2021, & Xu, et al, 2021). However, in the TPB model, not all model constructs must contribute equally, significantly or simultaneously to behavioral intentions (Yuzhanin & Fisher, 2016).

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