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THE INFLUENCE OF TOURISM ENTREPRENEURS ATTITUDE IN BALI TOWARDS THE INTENTION TO RESILIENCE DURING PANDEMIC COVID-19

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I Gusti Putu Bagus Sasrawan Mananda, I K.G Bendesa, I Made Antara, I Gusti Ayu Oka Suryawardani. The Influence Of Tourism Entrepreneurs Attitude In Bali Towards The Intention To Resilience During Pandemic Covid-19--Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(14), 238-248. ISSN 1567-214x

ABSTRACT:

Bali is one of the favorite destinations for domestic and foreign tourists, still has to close the door for foreign tourists in effort to curb the spread of the corona virus in the country and has lost of IDR 9.7 trillion every month. The decrease number of visitor has practically had an impact on attitude and income of tourism entrepreneurs in the region due to 50 % of tourism business are closing down and only 50 % are still survive with 5 % occupancy. However, the continuing increase in positive cases of COVID-19 is considered to be a challenge in the recovery of Indonesia's tourism sector especially for tourism entrepreneurs to resilience. The sample in this study amounted to 100 respondents using quantitative and qualitative data, which is analysed with SmartPLS 3.0. Based on the research that there is a positive influences of tourism entrepreneur's attitude in Bali towards intention to resilience is 0.765 with a t-statistic value of 9.544 (greater than the t-table, namely 2.326) at 5% alpha that tourism entrepreneurs in Bali need to adapt with a new normal, shifting into a new opportunities, transformational leadership styles for crisis and a different target market.

INTRODUCTION:

Bali as a famous tourist attraction also has an impact of Pandemic COVID-19 on tourism businesses in Bali, this can be seen on decreasing number of foreign tourist arrivals, especially since February 2020, the number of foreign tourists who came to Bali in May 2020 was recorded only 36 visits (decreased about 99.99 percent) compared to May 2019 is the lowest in the last four decades. The COVID-19 pandemic outbreak appears to have severely affected the tourism sector, where in July, August and September 2019 there were no foreign tourists visiting Bali. The decrease in the number of foreign and domestic tourists to Bali affects the hotel room occupancy rate one-star hotels, which amounted to 4.85 percent, were recorded as the highest occupancy among other star hotel classifications. The lowest occupancy was recorded at three-star hotels, reaching 1.06 percent. The decline in the number of tourists visiting forces tourism entrepreneurs racking his brains so that the sustainability of his business is maintained and the welfare of his tourism entrepreneurs is not threatened so that creative and innovative behavior from tourism entrepreneurs needs to be done so that their tourism businesses can survive the COVID-19 Pandemic. Bali is one of the favorite destinations for domestic and foreign tourists, still has to close the door for foreign tourists until the end of the year in an effort to curb the spread of the corona virus in the country. The Island of the Gods also records tourism losses of IDR 9.7 trillion every month. The decrease number of visitor has practically had an impact on the income of tourism actors in the region. However, the continuing increase in positive cases of COVID-19 is considered to be a challenge in the recovery of Indonesia's tourism sector, nearly 50 percent of these hotels have closed operations in the past year. Meanwhile, 50 percent who have an open occupancy rate is only 5 percent on average, so if one hotel has 100 rooms, guests occupy only five rooms. This has resulted in thousands of tourist workers being laid off. Workers in hotels and restaurants who are members of hotel and restaurant association in Bali who are off working due to pandemic is reaching 300,000 employees, transport is 75,000 people, and others industry is 360,000 people and the consequence is the social impact if the government don't anticipate as much as possible and hope to provide certainty and rescue actions for tourism sector in Bali and the attitude of tourism entrepreneurs in Bali to resilience is very important for research. According to Kasmir (2011: 28), the attitudes and behavior of entrepreneurs are important parts of entrepreneurial ethics that need to be developed; self-confidence, task and result orientation, risk-taking, leadership, originality, and future orientation show the attitude of a tourism entrepreneur. Based on the above problems, this research takes the title "The influence of attitudes of tourism entrepreneurs in Bali towards the intention to resilience during Pandemic COVID-19."

PROBLEM STATEMENT

The focus in this study is the attitude of tourism entrepreneurs in Bali towards the intention to resilience tourism businesses in the COVID-19 pandemic so that the problem formulations can be known as follows:
How does the attitude of tourism entrepreneurs in Bali towards the intention to resilience during the pandemic COVID-19?

Objectives

The objectives of the research is to study the influence of the tourism entrepreneurs attitudes in Bali towards intention to resilience during the pandemic COVID-19

LITERATURE REVIEW

Sari (2019) examined the effect of conceptual perceptions on development of attitudes, and attitudes on people's intentions in the Special Region of Yogyakarta regarding halal tourism. Dahalan (2015) examines the relationship between attitudes towards entrepreneurial intentions where entrepreneurial opportunities as a mediator between entrepreneurial attitudes and intentions of entrepreneurship in Malaysia have economic and social implications for the nation to increase income. Alselaumi (2010) investigated the antecedents of intention and behavior of Saudi adolescents regarding participation in leisure time physical activity. Previous research consisted of quantitative research using regression analysis techniques in accordance with Sabah (2016) used multiple regressions in researching intention. Renanita (2015) analyzes intentions using path analysis techniques. Tan (2020) analyzes through exploratory and structural exponential model (SEM) factors for behavior (Winarta, 2017; Sari, 2019; Ziadat, 2015).

Dahalan (2015) used quantitative data collection methods with factor analysis, namely push and pull factors. Qualitative research by conducting observations and interviews was conducted by Kurkertz (2020) where research on the spread of COVID-19 combines a qualitative research design with interviews informed by entrepreneurs in the entrepreneurial ecosystem with an analysis of steps taken, announced, and reportedly applied in the international press. Research results from previous journals stating that attitudes have an effect on intention or not can be shown in Kuo's research (2012) which states that tourist attitudes have a significant effect on behavioral intentions, with higher behavioral intentions, the preferred behavior is higher in the use of low-carbon tourism. Ziadat (2015) shows that the relationship between tourist attitudes is significant towards intention (Mahmood, 2019; Clarke, 2013; Sari, 2019; Gelderen, 2008; Winarta, 2017; Sabah, 2016; Amin, 2020; Damayanthi, 2017; Jehane, 2019 ; Andani, 2016; Dahalan, 2015) which shows that both attitudes (attitudes towards money and attitudes towards beginnings) affect entrepreneurial intentions. The relationship between attitudes towards initiation and entrepreneurial intention is mediated by opportunity recognition, while Alseimi (2010) states that attitudes have no significant effect on intention predicting physical activity of gender in Saudi according to research from Renanita (2015) and Chrismardani (2016). Alselaumi (2010) shows that attitudes are predicted by salient beliefs, being active, maintaining fitness and weight control. Subjective norms were predicted by friends, mother and brother and control of perceived behavior was predicted by space availability, time availability, and bad weather. The gender difference in which Saudi men seem to consider intentions, control over perceived behavior, and past behavior is not the case for Saudi women who only consider intentions,

subjective norms, self-efficacy, and past behavior.

METHODOLOGY

The type of data used in this research is qualitative data and quantitative data. This study uses qualitative data, namely data in the form of explanations, descriptions of certain phenomena related to research on entrepreneurial attitudes, and intention to resilience in tourism entrepreneurs of accommodation, restaurant, water sport, events, tourist destination and tourism consultant in Bali. Qualitative data including from the literature in the form of responses are also qualitative data that is the object of analysis, the results of in-depth interviews with workers, statements from previous researchers that will be used as supporting research results. Quantitative data, namely data in the form of numbers as supporting qualitative data, including quantitative data in this study are the number of entrepreneurs who own or continue a tourism business in Bali, the results of the perception table and the results of the PLS-SEM analysis. The number of samples used is representative of the population is calculated using the Malhotra formula. The sample in this study amounted to 100 respondents. In developing a survey research instrument to measure a construct, Hair, et al (2006) suggested that if the available literature is sufficient to discuss the topic under study, then the sources from the literature can be used to operationalize a construct. The adoption of variables that are considered strong to construct a construct based on the literature should be able to increase the content validity of the measurement (Gentry and Kalliny, 2008).

The measurement scale of behavior as the main focus of this study, so that the search and understanding of literature that discusses the attitude of tourism entrepreneurs who own or continue a tourism business in Bali can be done as well as possible. Then, this research adopts things that measure content and represent the definitions and dimensions of the constructs. The variables in this study consisted of endogenous latent variables is attitude of tourism entrepreneurs and exogenous latent is intention to resilience. The research variable is a measurable construct; therefore it needs to be clearly defined so as not to cause different perceptions for researchers and respondents during the data collection process. The operational definition of the variables in this study on attitude of tourism entrepreneurs such as confidence, task and result oriented, dare to take risks, have leadership, originality and future oriented. The variables for intention to resilience during pandemic are creating a new challenges, innovation and making a new business during pandemic.

FINDINGS AND DISCUSSION

Findings

Characteristics of tourism entrepreneur in Bali

The characteristics of tourism entrepreneur in Bali are dominated by male (69 %) and female (31 %); young adults (25-44 years reaching 53 percent and 41-55 years reaching 45 %); diploma education level (46 percent); and tourism

entrepreneur from accommodation (48 %) in the form of hotels, villas, homestays, cottages and guesthouses and restaurant (21%). The tourism business operation is mostly less than 10 years (72 percent)

Evaluation of outer model reflective indicators
Convergent Validity Test

Convergent validity can be seen from the average variance extracted (AVE). In this study, the AVE value for all items is above 0.5, which means that the convergent validity requirements are met.

Table-1 Average Variance Extracted (AVE)

| Variable | AVE |
|-----------------------------------|-------|
| Attitude to entrepreneurship (X1) | 0.776 |
| Intention (Y1) | 0.813 |

A. Discriminant Validity Test

Measurement of reflexive indicators based on cross loading with latent variables by comparing the square root of Average Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the initial measurement value of the two models is better than the value of the other constructs in the model, it can be concluded that the construct has good discriminant validity or vice versa. In this connection, it is recommended that the measurement value be greater than 0.50. Table-1 shows that the square root value of AVE (0.776; 0.813) is greater than the respective correlation each construct. Thus it can be said that the model has no problem seen from discriminant validity.

Table-2 Discriminant Validity

| Variable | Composite Reliability | Cronbach's Alpha |
|-----------------------------------|-----------------------|-----------------------------|
| Attitude to entrepreneurship (X1) | 0.954 | 0.942 |
| Intention (Y1) | 0.929 | 0.885 |

Ensuring that there are no problems with measurement, the final step in evaluating the outer model is to test the dimensionality of the model. Test composite reliability and alpha cronbach. Both of these indicators the cut-off value point is 0.7 as shown in Table-3

Table-3 Composite Reliability coefficient and Cronbach's Alpha

| Variable | Composite Reliability | Cronbach's Alpha |
|----------|-----------------------|------------------|
|----------|-----------------------|------------------|

| | | |
|-------------------------------|-------|-------|
| Entrepreneurial Attitude (X1) | 0.954 | 0.942 |
| Intention (Y1) | 0.929 | 0.885 |

Based on table-3, it shows that the composite reliability coefficient is above the criteria limit of Wardana et al. (2016), which is > 0.6 so that there are no reliability problems.

Multicollinearity Test

The multicollinearity test on PLS is used to determine the linear relationship between constructs. The criteria used is if the Variance Inflation Factor (VIF) value is < 5 , this means that the construct does not have a linear relationship between other constructs. The Variance Inflation Factor (VIF) value is presented in table-4 as follow

Table-4 Variance Inflation Factor (VIF)

| VIF | |
|------------|-------|
| X1.1 | 3,394 |
| X1.2 | 3,467 |
| X1.3 | 3,845 |
| X1.4 | 2,905 |
| X1.5 | 3,266 |
| X1.6 | 3,044 |
| Y1.1 | 2,648 |
| Y1.2 | 2,599 |
| Y1.3 | 2,345 |

Based on Table-4, all of the Variance Inflation Factor (VIF) values are < 5 , this means that the construct does not have a linear relationship between other constructs.

Inner Model Evaluation

Inner Model evaluation aims to determine the goodness of fit model with the following methods: R-square (R²) shows the strength and weakness of the influence caused by variations in exogenous variables on endogenous variables. The value of R-Square (R²) is

greater than 0.50 in the strong model category. The R-Square (R²) value of each endogenous variable is presented in Table-5 as follows:

Table-5 Score R-Square (R²) Adjusted Endogenous Variables

| Variable | R-Square | |
|----------------|----------|----------|
| | Score | Criteria |
| Intention (Y1) | 0.875 | Strong |

Based on Table-5, it can be concluded that the effect of attitude and intention has an R-square value of 0.817, which is in the strong category because it is more than 0.50 (Hair et al, 2011). This shows that the construct is intention to resilience. It can be explained by the attitude to intention of 87.5% and entrepreneurial attitude of 78.7% while the rest for intention of 12.5% and intention to resilience by 21.3% were explained by other variables not examined.

A. Q-Square (predictive relevance)

Q-Square (Predictive Relevance) measures how good the observed value is generated by the estimation model and its parameters. The value of Q-Square > 0 indicates that the model has good predictive relevance. The Q-Square (Predictive Relevance) value can be calculated as follows:

The calculation of Q-Square (Predictive Relevance) produces a value of 99%, which means that the model has a very good value. This means that the model can explain 99% of the relationship between variables. Based on the results of the above calculations R² and Q², then it can be continued with hypothesis testing analysis.

Statistical test of variable relationship (Path)

Table-6 Path Coeffisients Mean, STDEV, T-Statistics, P-Values

| Variable | Original Sample (O) | Standard Deviation (STDEV) | T-Statistics (O / STDEV) | P Value | Information |
|---------------------------------|---------------------|----------------------------|--------------------------|---------|-------------|
| Attitude (X1) -> Intention (Y1) | 0.765 | 0.080 | 9,544 | 0,000 | Accepted |

As previously explained, the hypotheses in this study will also be analyzed using SmartPLS. Based on the results of Table-6, the original sample value (O) can be seen to determine the relationship between the variables studied. To find out the significance level of the effect of the relationship between variables, it is indicated by the value of t statistics, if t statistics > t table 2.326 (Appendix 7), the result is significant. In this study, the confidence level or Q2 was 99% (alpha 5%). The results of testing the hypothesis of this study are as follows:

The value of t-statistics on attitudes towards intention is 9.544 (t-statistics > 2.326). Thus attitudes have an influence on the intention to resilience. Based on Table-6, it shows that the relationship between the entrepreneurial attitude variable (X1) and the intention (Y1) variable is positive and significant by comparing the P-Values smaller than alpha 0.05.

DISCUSSION

The influence of tourism entrepreneurs attitude on the intention to resilience from tourism businesses in Bali during the Pandemic COVID-19 based on hypothesis states that entrepreneurial attitudes have a positive effect on intention to resilience during a pandemic, it shows that the path coefficient of the attitude towards the intention to resilience is 0.765 with a t-statistic value of 9.544 (higher than the t-table, namely 2.326) at 5% alpha. It can be concluded that attitude has a positive effect on intention to resilience so that hypothesis of this study is accepted. The results of testing this hypothesis prove that there is a positive influence on attitudes towards intention or intention to resilience for tourism entrepreneurs in Bali. Entrepreneurial attitudes can be defined as how individuals perceive the benefits or disadvantages of entrepreneurial behavior. In general, an individual will perform a behavior if he believes it can provide benefits on positive things. The results of this hypothesis prove that the more positive a person's attitude, the more positive the individual's intention to perform a behavior. So it can be said that the more an individual has the high confidence needed in overcoming the problems that occur during the pandemic, especially in terms of marketing and employment of the tourism businesses they own. A task and result orientation is needed to support new activities that support tourism businesses during the pandemic period, which aim to maintain the sustainability of the tourism business.

Courage in taking risks in investing is carried out by all tourism entrepreneurs in Bali for their tourism businesses which is a new challenge during the COVID-19 pandemic, the courage of tourism entrepreneurs in investing, among others, is brave enough to invest in facilities and infrastructure in the health sector as a prerequisite for tourist acceptance. In accordance with the health program proclaimed by the government of the Republic of Indonesia, such as hand washing stations, hand sanitizers, health instructions and procedures, temperature checking devices and masks. Investments that are daring to be made by other tourism entrepreneurs are doing property development by purchasing cheap villas or property as an investment, which is then developed as a tourism business in Bali, then investing in digital marketing, renovating the place of business by adding ornaments to restaurants or repairs. Several facilities owned, asset maintenance, additional supporting facilities for tourism businesses such as restaurants, coffee shops and camping places, as well as opening new tourism business branches. There are various of leadership styles needed to overcome problems during the pandemic, based on the research results obtained by the types of leadership in tourism entrepreneurs for the research such as transformational (52 %) and democratic (31 %) leadership types. Facing situations that are outside of routine or habit during the COVID-19 pandemic, which he is familiar with as the Corona virus, has made many tourism businesses, large and small, decrease in turnover and even close businesses. This is due to the pandemic outbreak, which makes the situation uncertain, the future of the business is unclear, because the uncertain time will end when this epidemic will end, thus making it a challenge for entrepreneurs. This challenge poses a threat to the company so that it eventually causes the company to collapse. However, not all companies end up closing the company. It takes a strong character in overcoming challenges or threats at this time, including leaders or business owners who have transformational abilities. A transformational leader is a leader who is charismatic, has an idealistic influence, can provide motivation and inspiration, provide intellectual stimulation, as well as individual attention to his employees. The characteristics of transformational leaders: Charismatic, providing motivation and inspiration, intellectual stimulation, individual attention, challenges, innovation and change. Originality of ideas that are carried out to improve company performance from online marketing and social media (26 %) and changing paradigm on target market to local Indonesian visitor (11 %) and regarding the orientation of tourism entrepreneurs to the future of the company are to resilience of the company (17 %), adapted with new normal (15 %) and profitable for future (11%)

CONCLUSIONS

Based on the findings and discussion, it can be concluded:

- The influence of entrepreneurial attitudes of tourism entrepreneurs has a positive and significant impact to the intention to resilience from tourism businesses in Bali during the COVID-19 Pandemic, it means that tourism entrepreneurs in Bali are not stay still with current situation, they will try their best to resilience, adapted with a new situation and create innovative actions.
- Transformational leadership needed by tourism entrepreneurs in Bali during pandemic.

SUGGESTIONS

Based on the results of the research analysis, recommendations as follows: Future studies are expected to increase the number of samples in order to generalize the results of research using different respondents. Future studies can carry out the same study by adopting different moderating variables to examine the influence of other cultural determinants on intention to resilience.

1. Company and Government Companies are advised to establish a structured fraud reporting procedure so that tourism entrepreneurs have no trouble if they want to report. Companies can also socialize about the importance of innovation and how to protect it so that tourism entrepreneurs are convinced that innovating is a positive thing and must be done. The government is expected to clarify the law regarding the legal protection that a tourism entrepreneur will receive.

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