



**THE PUSH AND PULL FACTORS OF
INDONESIAN TOURISTS' DECISION TO TRAVEL ABROAD AFTER
THE COVID-19 PANDEMIC**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Administrasi Bisnis (S.A.B.)

By:

BTARI AVISHA RATNAKANYA

015202000074

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

CIKARANG

FEBRUARY, 2023

PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “The Push and Pull Factors of Indonesian Tourists’ Decision To Travel Abroad After The COVID-19 Pandemic” submitted by Btari Avisha Ratnakanya majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on February 16th 2023.



Ihsan Hadiansah S.E., M.SM.

Chair – Panel of Examiners



Roy Poan B. Sc., MBM.

Examiner I

Acknowledged by,



Suresh Kumar, ST., M.Si.

Head, Business Administration

Study Program

Recommended by,



Felix Goenadhi, S. Psi, M. Par.

Advisor

PLAGIARISM REPORT

The Push & Pull Factors of Indonesian Tourists' Decision to Travel Abroad After The COVID-19 Pandemic

ORIGINALITY REPORT

2% SIMILARITY INDEX	2% INTERNET SOURCES	0% PUBLICATIONS	1% STUDENT PAPERS
-------------------------------	-------------------------------	---------------------------	-----------------------------

PRIMARY SOURCES

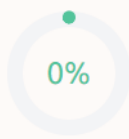
1	Submitted to The British College Student Paper	<1%
2	repository.up.ac.za Internet Source	<1%
3	repository.president.ac.id Internet Source	<1%
4	www.mdpi.com Internet Source	<1%
5	Submitted to University of Surrey Student Paper	<1%
6	rpriedu.blogspot.com Internet Source	<1%
7	ftfpeanutlab.caes.uga.edu Internet Source	<1%
8	www.researchgate.net Internet Source	<1%
9	repository.umpwr.ac.id:8080 Internet Source	<1%

GPTZero Anti Plagiarism Check

Btari Avisha Ratnakanya

015202000074

THE PUSH AND PULL FACTORS OF INDONESIAN TOURISTS' DECISION TO TRAVEL
ABROAD AFTER THE COVID-19 PANDEMIC



This text is most likely to be written by **a human**

There is a **0%** probability this text was entirely written by AI

THE PUSH AND PULL FACTORS OF INDONESIAN TOURISTS' DECISION TO TRAVEL ABROAD AFTER THE COVID-19 PANDEMIC By: BTARI AVISHA RATNAKANYA 015202000074 A Thesis Presented to The School of Business President University in Partial of the Requirements for Bachelor Degree in Business Administration 2023 i PANEL OF EXAMINERS APPROVAL SHEET The Panel of Examiners declare that the thesis entitled "The Push and Pull Factors of Indonesian Tourists' Decision To Travel Abroad After The COVID-19 Pandemic" submitted by Btari Avisha Ratnakanya majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the

0/27 sentences are likely AI generated.

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of this thesis stated below:

Name : Btari Avisha Ratnakanya
Student ID Number : 015202000074
Study Program : Business Administration
Faculty : Business

I hereby declare that my thesis entitled “**The Push and Pull Factors of Indonesian Tourists’ Decision to Travel Abroad After The COVID-19 Pandemic**” is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this thesis, I am willing to be personally responsible for the consequences of these acts of plagiarism and will accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Jakarta, February 13th 2023



Btari Avisha Ratnakanya

**SCIENTIFIC PUBLICATION APPROVAL FOR
ACADEMIC INTEREST**

As a student of President University, I, the undersigned:

Name : Btari Avisha Ratnakanya

Student ID Number : 015202000074

Study Program : Business Administration

For the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

**The Push and Pull Factors of Indonesian Tourists' Decision to Travel Abroad
After The COVID-19 Pandemic**

With this non-exclusive royalty-fee right, President University is entitled to converse, to converse, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Jakarta, February 13th 2023



Btari Avisha Ratnakanya

ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of President University, I, the undersigned:

Advisor's Name : Felix Goenadhi, S. Psi, M. Par.

NIDN : -

Study Program : Business Administration

Faculty : Business

Declare the following thesis:

Title of thesis : The Push and Pull Factors of Indonesian Tourists' Decision to Travel Abroad After The COVID-19 Pandemic

Thesis author : Btari Avisha Ratnakanya

Student ID number : 015202000074

Will be published institution's repository.

Jakarta, February 13th 2023




Felix Goenadhi, S. Psi, M. Par.

Advisor

CONSENT FOR INTELLECTUAL PROPERTY RIGHT

Title of Thesis	The Push and Pull Factors of Indonesian Tourists’ Decision to Travel Abroad After The COVID-19 Pandemic
------------------------	--

1. The Author hereby assigns to President University the copyright to the contribution named above whereby the university shall have the exclusive right to publish the contribution and transitions of it wholly or in part throughout the world during the full term of copyright including renewals and extensions and all subsidiary rights.
2. The Author retains the right to re-publish the preprint version of the contribution without charge and subject only to notifying the University of the intent to do so and to ensure that the publication by the University is properly credited and that the relevant copyright notice is repeated verbatim.
3. The Author retains moral and all proprietary rights other than copyright, such as patent and trademark rights to any process or procedure described in the contribution.
4. The Author guarantees that the contribution is original, has not been published previously, is not under consideration of publication elsewhere and that any necessary permission to quote or reproduce illustrations from another source has been obtained (a copy of any such permission should be sent with this form).
5. The Author guarantees that the contribution contains no violation of any existing copyright or other third – party right or material of an obscene, indecent, libellous, or otherwise unlawful nature and will indemnify the University against all claims arising any breach of this warranty.
6. The Author declares any named person as co- author of the contribution is aware of this agreement and has also agreed to the above warranties.

Name	Btari Avisha Ratnakanya
Date	Monday, February 13 th 2023
Signature	

ACKNOWLEDGEMENT

First and foremost, I would like to thank The Faculty of Business of President University for the education that they have given me these past two and a half years. I would not be able to write this thesis if it was not for the knowledge and lessons I have learned during my time as a student in the Business Administration study program in President University. Moreover, I would like to say thank you to:

1. My parents for raising me into the person I am today and for all the help and support that they have given me throughout my university journey.
2. Thank you to my thesis advisor, Mr. Felix Goenadhi, S. Psi., M. Par. for guiding me through the process of making this thesis come together.
3. I express my gratitude to all the lecturers of The Faculty of Business for all the valuable lessons they have taught me.
4. I would like to thank my fellow university friends, especially to Salomo Simanjuntak, Kyrie Michella, Adrian Nugroho, Haryo Wicaksono, Dewa Made Adi P.K., Grishma Kaur, and Maria Evelyn for all that we have been through. For all the classes, tests, online meetings, group discussions, laughs, and support that we have shared throughout the journey.
5. Not to forget my fellow colleagues and friends from AIESEC in President University for being the most positive, uplifting, and supportive people in the journey that I have been through.
6. Lastly, I would like to thank my entire family for all the support, inspiration, and encouragement that they have given me.

Jakarta, February 13th 2023

Btari Avisha Ratnakanya

TABLE OF CONTENT

PANEL OF EXAMINERS APPROVAL SHEET	i
PLAGIARISM REPORT	ii
STATEMENT OF ORIGINALITY	iii
SCIENTIFIC PUBLICATION APPROVAL FOR	iv
ACADEMIC INTEREST	iv
ADVISOR'S APPROVAL FOR PUBLICATION.....	v
CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....	vi
ACKNOWLEDGEMENT.....	viii
TABLE OF CONTENT.....	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDICES	xiv
ABSTRACT.....	xv
CHAPTER I	1
INTRODUCTION	1
1.1 Background.....	1
1.1.1 Empirical Background	2
1.2 Problem Statement.....	2
1.3 Research Questions and Purposes	3
1.4 Research Outline	4
CHAPTER II.....	5
LITERATURE REVIEW	5
2.2 Decision to Travel.....	5
2.3 Intention to Travel	6
2.4 Pull Motivations	7
2.4.1 Convenience	7
2.4.2 Attractions & Destinations	7
2.4.3 Accessibility to Travel	8
2.5 Push Motivations.....	9
2.5.1 Having Fun.....	9

2.5.2 Develop Knowledge	9
2.5.3 Escape from Routines.....	10
2.6 Relationship among Variables	11
2.6.1 Escape from Routines influences Intention to Travel.....	11
2.6.2 Develop Knowledge influences Intention to Travel.....	11
2.6.3 Have Fun influences Intention to Travel.....	11
2.6.4 Accessibility to Travel influences Intention to Travel.....	11
2.6.5 Attractions & Destinations influences Intention to Travel.....	12
2.6.6 Convenience influences Intention to Travel.....	12
2.6.7 Intention to Travel influences Decision to Travel	12
2.7 Theoretical Framework.....	12
2.8 Research Gap.....	13
2.8.1 Theoretical Gap	13
2.8.2 Empirical Gap.....	13
CHAPTER III	14
3.1 Research Design	14
3.2 Sampling Plan.....	14
3.2.1 Population and Sample Size	14
3.2.2 Sampling Technique	15
3.3 Instrument/Operational Definitions	15
3.4 Data Collection Design.....	16
3.5 Data Analysis Design.....	16
3.5.1 Descriptive Analysis	16
3.5.2 Inferential Analysis	17
CHAPTER IV	18
ANALYSIS AND DISCUSSION	18
4.1 Respondents' Profile	18
4.2 Descriptive Analysis	19
4.2.1 Escape from Routines.....	19
4.2.2 Develop Knowledge	19
4.2.3 Have Fun	20
4.2.4 Accessibility to Travel	20
4.2.5 Attractions & Destinations	20
4.2.6 Convenience	21

4.2.7 Intention to Travel.....	21
4.2.8 Decision to Travel.....	21
4.3 Inferential Analysis	21
4.3.1 Validity & Reliability Test.....	21
4.3.2 Model Fit	22
4.3.3 Hypothesis Testing.....	22
4.3.4 R-Square.....	23
4.4 Discussion.....	24
CHAPTER V	27
CONCLUSION	27
5.1 Conclusion.....	27
5.2 Implications	28
5.2.1 Theoretical Implication.....	28
5.2.2 Managerial Implication.....	28
5.3 Limitations and Recommendation for Future Research.....	28
REFERENCES.....	30
TABLES.....	38
FIGURES.....	46
APPENDICES.....	47

LIST OF TABLES

Table 3.1 Item Statements.....	38
Table 4.1 Respondents Profile.....	40
Table 4.2 Escape from Routines Descriptive Analysis.....	41
Table 4.3 Develop Knowledge Descriptive Analysis.....	41
Table 4.4 Having Fun Descriptive Analysis.....	41
Table 4.5 Accessibility to Travel Descriptive Analysis.....	42
Table 4.6 Attractions and Destinations Descriptive Analysis.....	42
Table 4.7 Convenience Descriptive Analysis.....	42
Table 4.8 Intention to Travel Descriptive Analysis.....	43
Table 4.9 Decision to Travel Descriptive Analysis.....	43
Table 4.10 Validity and Reliability Test.....	43
Table 4.11 Discriminant Validity.....	44
Table 4.12 Model Fit.....	44
Table 4.13 Hypothesis Testing.....	45
Table 4.14 R-Square.....	45

LIST OF FIGURES

Figure 2.1 Theoretical Framework.....	46
--	-----------

LIST OF APPENDICES

Appendix 1. Questionnaire.....	47
Appendix 2. Excel Raw Data.....	66

ABSTRACT

Purpose - This research aims to determine the factors behind Indonesian tourist decision to travel abroad after the COVID-19 Pandemic based the push and pull factors theories that are wanting to escape from daily routines, developing knowledge, wanting to have fun, easy access of the country, attractions and destinations of the country, and convenience of the country using a quantitative approach.

Design/Method – This research design is quantitative research using primary data collected through an online questionnaire. The population are Indonesian tourists that wanted to and have travelled abroad after the COVID-19 Pandemic. The number of samples collected were 70 chosen by a snowball sampling technique. The data were analysed using SEM-PLS.

Findings – Out of all the push and pull factors analysed in this research, only attractions and destinations significantly influence the intention and decision to travel abroad after the pandemic for Indonesian tourists. Moreover, intention to travel significantly influences the decision to travel abroad. Escape from daily routines, developing knowledge, wanting to have fun, easy access of the country, and convenience do not influence the intention and decision to travel abroad.

Originality – This study goes through the factors that influence Indonesian tourists' decision to travel abroad after the pandemic which has not been studied previously.

Keywords – Push Factors, Pull Factors, Intention to Travel Abroad, Decision to Travel Abroad, Indonesians Traveling Abroa