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The Relationship between Travel Anxiety and Visit Intention to Brunei among Malaysian

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Abstract

The Covid-19 pandemic has resulted in economic decline all over the world, including Malaysia. The tourism industry has been hit the hardest. The researcher's goal in this study is to determine the relationship between travel anxiety and the intention to visit Brunei among Malaysian residents. This study employs non-probability sampling, and it is conducted in every state in Malaysia. A total of 238 respondents completed the questionnaire. The results indicate that somatic and psychological aspect as a key predictor of intention to visit. However, Physical aspect was found to be not significantly related to intention to visit. The implications of these findings are further elaborated.

Keywords: Travel, Anxiety, Intention, Relationship.

Introduction

The tourism industry is one of the factors that drives a country's economy. However, the Covid-19 pandemic, which began in Wuhan at the end of December 2019, has affected the entire country from multiple angles and has paralysed the country's economy. One of the most affected industries is tourism. Due to the implementation of the Movement Control Order, most countries restrict the arrival of tourists from other countries, including Malaysia. According to Malaysian Immigration Department statistics on international tourism performance, there is an 83.4 percent decrease in the number of tourists arriving in 2020. Additionally, tourist spending fell by 85.3 percent. A study on how Covid-19 affects travel

intention among Turkish people by Ozdemir (2020) discovered that this pandemic has changed the perspective of tourists in a negative way (fear, worry, danger, insecurity, and discomfort) and has subsequently changed tourists' beliefs about businesses in the tourism industry. Did travel anxiety influence your decision as Malaysian to visit Brunei? As a result, this study will attempt to identify the relationship between travel anxiety and visit intention to Brunei among Malaysians.

Literature Review

According to the study findings by Sengel et al (2022), the level of concern tourists have about the COVID-19 outbreak has a direct impact on their desire to travel and an indirect impact on their desire to visit destinations. The findings by Karagoz et al (2021) show that risks associated with solo female travel (gendered risk, destination-specific risk, and social-psychological risk) have a negative impact on travel intentions but a positive impact on anxiety. While anxiety has a negative impact on solo female travel intentions. Ma et al (2022) found that physical risk, followed by psychological risk, had the greatest negative impact on consumers' attitudes toward travel. Zenker et al (2021) developed a construct for measuring pandemic-induced changes in tourist beliefs and travel behaviour, as well as travellers' intra-personal anxiety. Luo & Lam (2020) stated travel anxiety and risk attitude moderate the indirect effects of COVID-19 fear on travel intention. According to the study's findings by Susetyarsi et al (2022), tourists travel intentions are influenced by their perceptions and tourists perspectives on risk and anxiety related to travel. The study by Langgat et al (2021) looked at empirical findings to predict tourist travel behaviour, travel anxiety, risk attitudes, and travel intention to COVID-19 travel bubble destinations and revealed significant findings about tourists and women who experience travel anxiety. According to the findings of study by Tabak et al (2021), there are significant relationships between COVID-19 fear, travel anxiety, and travel intention. The relationship between travel anxiety and travel intention is skewed in the negative direction which is it is possible to predict that as travel anxiety rises, so will the desire to travel. Study by Hefny (2021) found that only the psychological, health, and travel risk factors were found to have a significant relationship with travel intention. The hypothesis is also supported, and the relationship is statistically significant with $\beta = 0.082$ and $p < 0.05$, the relationship between perceived psychological risk and travel intention is also shown to be mediated by destination trust. According study by Falahuddin et al (2020) travel intention is negatively correlated with the other risk perception variables, such as physical risk, psychological risk, financial risk, and time risk.

Therefore, we propose the following hypothesis

H1: There is a negative relationship between somatic aspects and the intention to travel.

H2: There is a negative relationship between psychological aspects and the intention to travel.

H3: There is a negative relationship between physical aspects and the intention to travel.

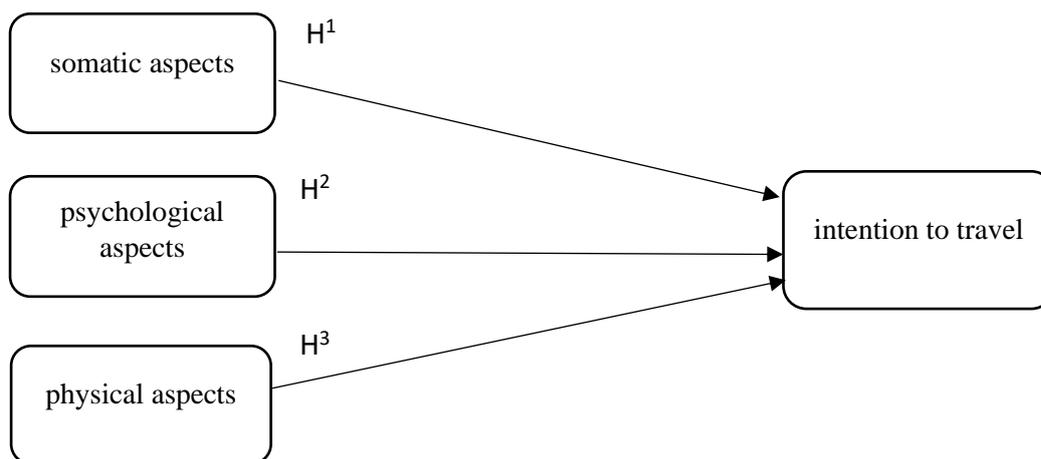


Figure 1: Research Model

Methodology

This study aims to measure the relationship between travel anxiety and visit intention to Brunei among Malaysian. The researcher used a cross-sectional survey design in this study. According to Wang et al (2020) by using this technique, the researchers were able to measure the study subjects' outcomes and exposures simultaneously and cost efficiently. In order to avoid common method bias according to Chang et al (2010) the researcher is assuring the respondent of the study's anonymity and confidentiality in order to control for common method bias. Meanwhile Eichhorn (2014) stated that respondents are unsure how to respond as a result, which increases the likelihood that they will be influenced by their natural response tendency. Five Likert Scales were used in this questionnaire. On this scale, things with such a lot of meaning are grouped together. For example, a score of 1 indicates strongly disagree, a score of 2 indicates disagreement, a score of 3 indicates neutrality, a score of 4 indicates agreement, and a score of 5 indicates strong agreement. This research using non probability sampling since there no sampling frame. According to G*Power analysis the minimum sample size is 138 but in this research we able to get 238 respondents around Malaysia. We distribute questionnaires through Google Forms and by appointing enumerators to distribute questions in each state. After collecting the data, we analysed it with SPSS and Smart PLS software.

Data Analysis

The research model account for 14.5 % of variance in intention to visit. Table 1 presented the results of the hypotheses testing. H3 was examining the relationship between physical aspects and the intention to travel. It was not found to be significantly contributing to intention to travel. On the other hand, H1, which investigated the relationship between somatic aspects and the intention to travel, was found to be significant ($\beta = -0.159$, $p < 0.05$). The results have also shown that H2 is significant with $\beta = -0.369$, $p < 0.01$. This concluded that H1 and H2 are supported but H3 is rejected

Table 1
Hypothesis Testing

Variable	hypothesis	Beta value	T Statistics	P Values	R ²	Remark
somatic aspects	There is a negative relationship between somatic aspects and the intention to travel.	-0.159	1.757	0.040		Supported
psychological aspects	There is a negative relationship between psychological aspects and the intention to travel.	-0.369	4.023	0.000	0.145	Supported
physical aspects	There is a negative relationship between physical aspects and the intention to travel.	0.162	1.619	0.053		Not Supported

Discussion

As explained in the literature review section, there are several previous studies that also used travel anxiety variables toward intention to visit. In this research from 3 variable only 2 variable are valid. For future research need to explore another factor related to travel anxiety. This finding has proven that somatic and psychological aspects influence the intention to visit a country. Although the finding further explains that individuals who have high somatic elements such as feeling uncomfortable with things related to tourism activities will tend not to participate in these activities. Moreover finding is consistent with the findings of Zenker et al (2021), who demonstrate that somatic factors influence individuals in tourism-related activities. From a psychological standpoint, the study's findings show that it has a negative and significant impact on the intention to travel. Furthermore this finding goes on to explain that individuals who experience discomfort, fear, and sometimes panic when preparing to travel will have a negative impact on their desire to travel. In other words, the probability of the individual halting his vacation plans is high. This finding further support the previous work of Weng et al (2022) who found the significant relationship between negative emotional and travel intention. This findings, however need to be examined carefully because there are some areas that need to be improved especially from the point of view of sampling. Since this

sampling uses non-probability sampling, then the findings of this study cannot be generalized to the entire population.

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