

FACTORS INFLUENCING TRAVEL INTENTION IN THE MIDST OF COVID-19 PANDEMIC AT KAWASAN KULINER PASAR LAMA, TANGERANG.**Vimutti Hasita Lourent Jinarakkhita^{1*}, Dedi Kurniawan²**^{1,2}Faculty of Business, President University

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ABSTRACT

Tourism has been one of the sectors hardest hit by the coronavirus outbreak, with many tourist destinations empty. As countries around the world enforced travel restrictions and the introduction of large-scale social regulations (PSBB) forced people to stay at home in Indonesia. The pandemic has changed the order of social life and society. Among those most affected are the economic and tourism sectors including Kawasan Kuliner Pasar Lama in Tangerang City. The purpose of this study is to find out the influence of Knowledge of COVID-19, Knowledge of Tourism, Tourist Experience towards Travel Intention to Kawasan Kuliner Pasar Lama. This study uses a quantitative research method with survey technique. The respondents are selected using the technique of non-probability sampling especially purposive sampling. The questionnaire were filled up by 301 people who have already experienced visiting and are familiar with Kawasan Kuliner Pasar Lama. The data collected was analyzed with the structural equation model. From the analysis result, this study found that Knowledge of COVID-19 has no influences Attitude of Risk Aversion, Knowledge of Tourism has influences Attitude of Risk Aversion, Tourist Experience has influence Destination Image, Attitude of Risk Aversion has negatively influences Travel Intention, Destination Image has influences Travel Intention. The managerial implications of this study The government and management center can give more socialization about COVID-19 to the owner of the store/restaurant and visitors. Government and management centers can train the owner store/employee of food stalls/street vendors/labor worker. Meanwhile, from theoretical implications This study analyzes the correlation between Knowledge of COVID-19, Knowledge of Tourism, and Tourist Experience as independent variables with Attitude of Risk Aversion, Destination Image, and Travel Intention as dependent variables.

Keywords: Knowledge of COVID-19, Tourist Experience, Attitude of Risk Aversion, Destination Image, Travel Intention.

1. Introduction

Indonesia's tourism sector is expanding by providing massive infrastructure and services to its visitors. One of the many reasons international travelers choose Indonesia as a destination is the country's warm hospitality and communication system (*Indonesia Spreads Wonders at TOUREST International Travel Fair 2018 - Indonesia Travel*, n.d.). However, in late December 2019, an epidemic of mystery pneumonia marked by fever, dry cough, tiredness, and sometimes gastrointestinal symptoms occurred in the Huanan Seafood Wholesale Market in Wuhan, Hubei, China (Huang et al., 2020). After spreading from China, the pandemic spread rapidly to various parts of the world, including Indonesia. Since March 2021, tourism has been one of the sectors hardest hit by the coronavirus outbreak, with many

tourist destinations empty, as countries around the world enforced travel restrictions and the introduction of large-scale social regulations (PSBB) forced people to stay at home in Indonesia (*Peraturan Pemerintah Republik Indonesia*, 2020). Banten Province is one of the provinces affected by the Coronavirus Disease or known as COVID-19 pandemic. According to data from the COVID-19 Task Force for COVID-19 cases in Banten Province, there were 2,615,529 positive people as of July 13th, 2021, with 7,232 in treatment (*Situasi Virus Corona (COVID-19)*, n.d.).

The tourism sector in Banten has drastically decreased because all regions have implemented Large-Scale Social Restrictions (PSBB) to prevent the spread of the corona virus. Head of Promotion and Tourism Section of Banten Province, Dewi Utari said that tourist visits to Banten have decreased considerably in all regencies/cities without exception, the average decline is above 50 percent (Pakpahan, 2020). One of the tourism places that has an impact is the Kawasan Kuliner Pasar Lama.

At first, the Pasar Lama is a very famous traditional market in Tangerang. However, over time, the area around the Pasar Lama has become a culinary center in Tangerang. The Kawasan Kuliner Pasar Lama area is located at Kisamaun, Sukasari, Tangerang District, Tangerang City, Banten Province. This place is usually crowded from 5:00 p.m. to 10:00 p.m. Tourists can find various street food sold at affordable prices. Therefore, Kawasan Kuliner Pasar Lama is a favorite place for culinary tourism lovers, especially on the weekend (Ovianah, 2021)

Many losses were felt by residents both from the industrial sector and MSMEs, many employees became victims of layoffs because the company they worked for suffered considerable losses during the pandemic, while many from the MSME sector experienced a decline in sales, one of which was the night culinary sector in the Kawasan Kuliner Pasar Lama (Attiga, 2021). Findings from Stone et al. (2019) said that food and travel are intimately connected. Food tourism activities and recommendations and food purchasing behavior back home may affect a traveler's satisfaction with a trip and influence a traveler's willingness to revisit. So, food is no longer "something people do on a trip," but rather something that influences and makes a journey memorable (Stone et al, 2018). Since the Pandemic COVID-19 affect the business sector also MSMEs in Tangerang (Attiga, 2021). So, knowing what factors can influence people to visit Kawasan Kuliner Pasar Lama can help the local government also management centre of Kawasan Kuliner Pasar Lama to do the right decision and helping the business, the MSME (food sellers, street vendors), and social workers to increasing their sales.

The Covid-19 pandemic has changed the order of social life and society. Among those most affected are the economic and tourism sectors. In Tangerang City, Kawasan Kuliner Pasar Lama is also one of those affected (Hartanto, 2020). Kawasan Kuliner Pasar Lama is one of the oldest Chinatowns on Java Island, having developed since the 16th century due to the importance of the Cisadane River as a water transit route in Tangerang before the 17th-century (Purwaningsih et al., 2021). Since the COVID-19 case, the Kawasan Kuliner Pasar Lama has special operating hours and several rules (*Peraturan Pemerintah Republik Indonesia*, 2020).

Many of the effects are felt by business people as well as by people. The food sellers and the culinary visitors are rapidly disappearing (Attiga, 2021). Several businesses also stopped selling their wares. The impact of health protocol, a number of food sellers (restaurant, cafe, food stall, etc) complained about his income rapidly diminishing. There's only about two to three dozens of food sellers. Unlike any normal day that could be as high as forty food sellers (Hartanto, 2020).

It is believed by knowing the image of tourism can make visitors interested in visiting the tourism place (Ngajow & Tawas, 2021; Chaulagain et al., 2019). According to Zhu and Deng (2020), through research on visiting rural tourism in China, the number of visits can be caused a problem because people don't dare to take risks and will affect the Attitude of risk aversion. The different Attitudes can also cause by knowledge of COVID-19 (Sembiring & Nena Meo, 2020; Peng et al., 2020) and knowledge tourism (Zhu & Deng, 2020; Deng et al., 2016). Moreover, decreasing visitors can be minimized by the destination image obtained from past visitor experiences (Kim, 2018; Noerhanifati et al., 2020).

2. Literature Review

Travel Intention

Travel intention is a crucial topic in tourism research. It is a psychological process through which travelers choose their destinations while making travel-related decisions (Woodside & Lysonski, 1989; Wang et al., 2020). Furthermore, to anticipate travelers' actions intention situational elements and concluded that represent travelers' strong desire to visit a particular destination at a specific time (Woodside & Lysonski, 1989; Wang et al., 2020). Travel intention is a behavior that turns motivation or desire into activity, literally highlighting a person's drive to commit to travel or trip. Tourists' travel intention is their belief that they will be able to visit specific locations at any moment (Khan et al., 2019). The consumer purchase interest can equate with an interest in the visit of tourists (Kotler et al., 2006; Putra & Pangestuti, 2018). From this study, the intention of consumer purchases can also be seen as the same behavior with an intention to visit. There is no related theory regarding the interest and decision to visit, but according to Kotler et al. (2006), intention to visit is equal with purchase intention by using the same indicators.

With the COVID-19 cases outbreak's growth, it is essential to know the visitor's intention to visit Kawasan Kuliner Pasar Lama. Because of its global scope, the current epidemic differs from past health diseases. COVID-19 has the same impact on every part of the world. Unlike past health crises, it may impact general travel intentions rather than shifting tourism flows to different places. These findings might assist tourism companies or governments in communication strategies emphasizing the benefits of traveling following COVID-19 while stressing the importance of complying with health guidelines (Boto-García & Leoni, 2021). According to prior research, the appeal factor of the city, recreational facilities, and other city qualities can create satisfaction for the visitor and can be a measurement to resulting in the intention to return to vacation in the same city (Khuong & Ha., 2014; Ubjaan et al., 2018).

Attitude of Risk Aversion

According to Schroeder et al. (2007) in Zhu and Deng (2020), risk attitude is described as "consumers' consistent chosen inclination to face various "risk levels" or "consumers' readiness to accept risks." Previous tourism and psychology study has shown that people avoid visiting following illness outbreaks if they believe their well-being is threatened (Blach et al., 2017; Novelli et al., 2018; Boto-García & Leoni, 2021). Moreover, Weber and Milliman, 1997 argue that their expected benefits and perceived risks control consumers' risk attitudes and that perceived risks negatively associate with their risk attitudes. From the findings of Liu et al. (2019) in Zhu and Deng (2020), risk-averse persons mean a person is more afraid of the dangers covid-19 the virus that will happen out there. Lopes and Oden (1999) also studied another finding. Individual risk attitudes directly impact decision-making cognition: risk-seekers are more concerned with positive outcomes, whereas risk-aversers are more concerned with undesirable results.

Knowledge and attitudes about the risk of being exposed to COVID-19 in the community in the face of the COVID-19 pandemic are essential to reduce the risk of contracting between fellow citizens when visiting tourism places and measuring the Attitude of risk aversion of being exposed to COVID-19. Several factors influence a person's perspective, including personal Experience, the influence of other people considered necessary, cultural influence, mass media, educational institutions, religious institutions, and emotional factors (Azwar, 2013; Budi & Nur Adkhana Sari, 2020).

Destination Image

The term "destination image" refers to an individual's overall perception or the complete collection of perceptions of a location (Phelps, 1986). Also, according to Safitri and Astini (2021), destination images are the ideas, attitudes, and impressions that individuals have when they think about objectives and perceptions about goals in their minds. Destination images have four components, the first is characteristic functional attributes (Echtner et al., n.d.). Various assessments of the destination's distinctive qualities on the typical useful features range from functional to psychological. The second is useful holistic characteristic; the available impression is the mental picture (or imagery) of the destination's physical features, whereas the psychological image is the ambiance or mood of the location. The third is

psychological characteristics attributes. When the lists of impressions were supplied for each country in the open-ended questions evaluated, the researcher discovered that stereotyped mental representations defined each place in terms of functional and psychological qualities. The last is psychological-holistic characteristics. A series of figures have been present to demonstrate that capturing the destination image in its entirety requires a combination of methodologies.

During the COVID-19 pandemic, it was discovered that the destination image established by national reactions to the pandemic and its accompanying cases and fatalities substantially impacted persons' future travel (Hassan & Soliman, 2021). Since the first case of the coronavirus came out, there is much information regarding COVID-19. All the information may impact the destination image of tourism places, as cited in Hassan and Soliman (2021). Their literature findings indicated that characteristics such as destination reputation, trust, safety, and social responsibility had a substantial influence on future post-pandemic travel intentions. Same as the findings from Ritchie and Jiang (2019), extensive media coverage of the issue may significantly impact the image of a place.

Knowledge of COVID-19

In 2019, the first case of COVID-19 reported an endemic disease almost worldwide. This case was first discovered in China, the first to write pneumonia of unknown cause (Prem et al., 2020). Having good knowledge about the COVID-19 disease is very important not to cause an increase in the number of COVID-19 cases (Sembiring & Nena Meo, 2020). According to Zhu and Deng, 2020 classified Knowledge is divided into three categories: social information (obtained by interaction with the outside world), major-oriented Knowledge, and minor-oriented Knowledge (acquired by studying specialized courses and connected to a specific learning field of knowing information). Moreover, general knowledge access to information by foraging, not limited to a particular area.

Dissemination and directives on the prevention of COVID-19 have been disseminated to the entire population. Most people already know about the COVID-19 disease and how to prevent it. However, not a few people do not understand how to avoid COVID-19. The critical thing to know about COVID-19 is how COVID-19 is transmitted, preventing, treating, and the problems that can arise if someone becomes infected with COVID-19 disease (Mona, 2020). The information can be achieved in two stages, namely 1.) Identifying knowledge needs, identifying gaps, and reasons for gaps. 2.) Identify solutions to these gaps (Nagarajan et al., 2012; Nurislaminingsih, 2020). By knowing the importance of knowledge, this research study Knowledge of COVID-19 as one of the variables.

Knowledge of Tourism

Tourism knowledge is a precursor to their sense of empowerment gained via tourism (Weng & Peng, 2014; Joo et al., 2020). Due to the pandemic COVID-19 situation, knowledge of tourism is considered as knowing knowledge risk tourism. According to a previous study by Zhao (2012), There are three types of knowledge: social information (obtained through interaction with the outside world), major-oriented understanding (obtained through the research of specialized courses and related to a specific learning field of knowledge information), and basic info (access to information obtained through foraging and not limited to a particular area). This variable is essential because, as cited in Zhu and Deng (2020), research disease risk in the medical and health field is directly related to the individual's illness and health, so the cost proportion of the risk is much higher than the benefit.

Tourist Experience

Since Experience has numerous diverse meanings, it has been characterized in a variety of ways. Different conceptualizations of Experience led to various customer experience components such as instructional, escapist, esthetic, and entertaining (Pine & Gilmore, 2013). A complete conceptualization is required to comprehend consumer experience in tourism adequately. Other limitations of visitor experience research stem from the methodologies that are widely utilized. Traditional methods used in hospitality and tourism involve analyzing visitors' self-reported enjoyment of previous experiences to gauge their current feelings

rather than the Experience itself (Godovykh & Tasci, 2020). According to the studies by Packer and Ballantyne (2016), the visitor experience is more than just a psychological phenomenon; it also involves the activities, physical surroundings, service providers, other customers, companions, and other aspects that they interact with.

Experience is meaningful to research because images of a tourist place represent those. According to a study by Kim (2018), there are indirect effects of affairs in the tourist loyalty framework. The objectives are 1.) To create and scientifically evaluate an integrated experience model that connects experiences, Destination Image, overall happiness, and behavioral intents. 2.) To see if the integrated experience model, which considers both direct and indirect effects of experiences, improves the predictive power of satisfaction when modeling behavioral intentions 3.) to examine the comparative influence of each variable.

3. Research Method

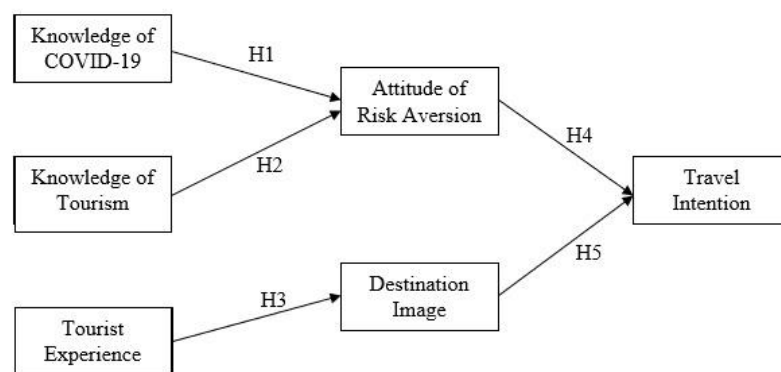


Figure 1. Research framework

This study uses a quantitative research method. This study examines six variables consisting of 3 independent variables, two mediating variables, and one dependent variable. This research population uses people who have already experienced visiting and are familiar with Kawasan Kuliner Pasar Lama. According to Roscoe (as cited in Etminani-Ghasrodashti et al., 2018) the respondent's size in the trial was ten times the number of items in the measuring instrument. Further, the item statements in this study were 26 (Table.1), and then the required sample size is 260 (10 x 26) respondents. This research targeted to get a 260 sample size. For research participants, two sampling methods can be used probability sampling and non-probability sampling (Sedgwick, 2013). In this study, the authors use the technique of non-probability sampling, especially purposive sampling. The data for this study was gathered by spreading the questionnaire survey. The questionnaire consists of three parts: screening questions, demographic questions, and questions related to variables. The measurement of Experience is adapted from research by Kim (2018). They are enjoyment, revitalization, the Experience of local culture, and new Experience (Food, activity, etc.). Experience is a predictor of the Destination image. Another variable is knowledge of tourism, the indicators travel information, causes of tourism risk, consequences of tourism risk, and the solutions of tourism risk. The last independent variable is Knowledge of COVID-19. The measurement is knowing initial causes, knowing harm caused by COVID-19, knowing about the incubation period of COVID-19, knowing the affected range of COVID-19, and knowing surveillance and warning signs of COVID-19. Knowledge of COVID-19 and Knowledge of Tourism adopted from the same studies, Zhu and Deng (2020). In the mediating variable, there are Destination Image and Attitude of risk aversion (Figure. 1).

Moreover, the measurement of Destination Image is adapted and modified from research by Kim (2018). The destination image is measured by the quality of service, entertainment, quality and variety of accommodations, local transportation, and the design of architecture/buildings. Meanwhile, the Attitude of risk aversion modified from statements Zhu and Deng (2020) is, willingness to travel with their family after their visit Kawasan Kuliner Pasar Lama, willingness to meet family and friends after their visit Kawasan Kuliner Pasar Lama, and is ready to eat together with family/friend after their visit Kawasan Kuliner Pasar Lama. Lastly, The measurement of intention to visit was modified from Liu et al. (2018) and Zhu and Deng's (2020) measurement. They are willing to recommend, increase the budget, visit Kawasan Kuliner Pasar Lama while Pandemic, and revisit the intention. The questionnaire was measured using a 5-point Likert scale from strongly disagree (1) to (5) strongly agree.

Table 1. Operational definition and Measurement of Variable

Construct	Original statement	Adjusted statement	Source
Independent Variable (X)			
Travel Experience	I really enjoyed this tourism experience	I really enjoyed this tourism experience at Kawasan Kuliner Pasar Lama (TE1)	Kim, 2018
	I revitalized through this tourism experience	I feel refresh through this tourism experience at Kawasan Kuliner Pasar Lama (TE2)	
	I had a chance to closely experience the local culture of a destination area	I had a chance to experience the local culture at Kawasan Kuliner Pasar Lama (TE3)	
	I experienced something new (e.g., food, activity, etc) during this tourism experience	I experienced something new (e.g., food, activity, etc) during this tourism experience at Kawasan Kuliner Pasar Lama (TE4)	
Knowledge of Tourism	I am concerned about travel information	I am concerned about tourism information (KT1)	Zhu & Deng, 2020
	I know about the causes of tourism risks	I know about the consequences of visiting (KT2)	
	I know about the consequences of tourism risks	I know about the consequences of visiting (KT3)	
	I know about the solutions to tourism risks	I know about the solution to risk of visiting tourism object (KT4)	
Knowledge of Covid	I know about the harm caused by COVID-19	I know about the harm caused by COVID-19. (KC1)	Zhu & Deng, 2020
	.I know about the initial cause of COVID-19	I know about the initial cause of COVID-19(KC2)	
	I know about the preventive measures for COVID-19.	I know about the preventive measures for COVID-19. (KC3)	
	I know about the length of incubation period of COVID-19	I know about the length of incubation period of COVID-19 (KC4)	
	I know about the current affected range of COVID-19	I know about the current affected range of COVID-19 (KC 5)	
	I know about the surveillance and warning signs for COVID-19	I know about the surveillance and warning signs for COVID-19 (KC 6)	
Mediator Variable (Y)			
Destination Image	The destination image of quality of service	The quality of service at Kawasan Kuliner Pasar Lama (DI1)	Kim, 2018

Construct	Original statement	Adjusted statement	Source
Independent Variable (X)			
Attitude of risk aversion	The destination image of entertainments	The entertainment at Kawasan Kuliner Pasar Lama (DI2)	Liu et al. (2019) Zhang and Yu (2017)
	The destination image of quality and variety of accommodations	The quality and variety of accomodations at Kawasan Kuliner Pasar Lama (DI3)	
	The destination image of local transportation	The local transportation at Kawasan Kuliner Pasar Lama (DI4)	
	The image of architectures/buildings at the destination	The architectures/buildings at Kawasan Kuliner Pasar Lama (DI5)	
	I cannot accept going to travel to the countryside with family and friends	I cannot accept going to Kawasan Kuliner Pasar Lama during COVID-19 pandemic with family and friends (ATT1)	
	I cannot accept that local friends and relatives travel to the countryside	I cannot meet my friends and family after their went to Kawasan Kuliner Pasar Lama during COVID-19 pandemic (ATT2)	
	I will not eat with local friends and relatives after their trip to the countryside.	I will not eat with my friends and family after their went to Kawasan Kuliner Pasar Lama during COVID-19 pandemic (ATT3)	
Dependent Variable (Z)			
Travel Intention	I would like to travel to the countryside for some time in the future.	I would like to travel to the Kawasan Kuliner Pasar Lama for some time in the future.even though still COVID-19 Pandemic (TI1)	Liu et al. 2018
	Increase budget	I will increase budget of traveling in Kawasan Kuliner Pasar Lama even though still COVID-19 Pandemic (TI2)	
	I prefer to travel to the countryside compared with other forms of tourism.	I prefer to travel to Kawasan Kuliner Pasar Lama compared with other place even though still COVID-19 Pandemic (TI3)	Zhu & Deng, 2020
	Recommendation	I will recommend Kawasan Kuliner Pasar Lama to my friend and family even though still COVID-19 Pandemic (TI4)	

4. Results and Discussion

The analysis results show that hypothesis one, which is the influence of Knowledge of COVID-19 affecting Attitude of Risk Aversion, is rejected (Table. 4). It's different from a previous result conducted by Akbar et al. (2020) that Knowledge of COVID-19 has a significant relationship with the Attitude of Risk Aversion. In this case, the authors use an active Bachelor of Public Health Program student as a sample. Meanwhile, this research uses a broader selection and only some who have higher education (bachelor degree/postgraduates). However, in this case, people who go to Kawasan Kuliner Pasar Lama already know about the Knowledge of COVID-19 & know how to handle the infection. Also, Kawasan Kuliner Pasar Lama is not only filled with street food. In Pasar lama, there are also traditional markets, cafes, restaurants, pagoda (Boen Tek Bio), temples (Padumuttara), and museums (Benteng Heritage & Roemboer). Knowing the many places around the Kawasan Kuliner Pasar Lama makes it possible to visit this place to work and pray.

Moreover, hypothesis two is the influence of Knowledge of Tourism toward Attitude of Risk Aversion is accepted. This result is supported by a previous result done by Zhu and Deng (2020), that Knowledge of Tourism caused a significant impact on the Attitude of Risk Aversion. This research aligns with the

government data about COVID-19 in Tangerang if there is a spike in COVID-19 cases in the Pasar Lama area. The number of visitors will be highly decreasing at that moment, around one or two weeks. Furthermore, the result of the analysis of hypothesis three, the Travel Experience toward the Destination Image, is accepted. This result is also supported by the previous research that indicates a positive influence between Travel Experience toward Destination Image (Su et al. 2020; Kim, 2018). Meanwhile, from earlier studies by Piramanayagam et al. (2020), Travel Experience has not significantly influenced with Destination image. Kawasan Kuliner Pasar Lama can create an event to expose their local culture. The event can include activities introducing the traditional food of Tangerang, visiting a museum to learn about the culture and the tradition in Tangerang. Giving a new experience by establishing a new tourist event can make a better image for Kawasan Kuliner Pasar Lama. Moreover, these findings provide empirical evidence for the theoretical relationship between destination image and tourist experience.

The hypothesis about Attitude of Risk Aversion negatively influence towards Travel Intention has been accepted. In line with previous studies by Zhu and Deng (2020), the Attitude of Risk Aversion significantly affects Travel Intention. In previous studies state that Risk aversion attitude negatively and substantially affects Travel Intention in rural tourism. The result is negative, which is consistent with the theoretical hypothesis. According to the previous studies by Luo and Lam n.d. Risk Attitude negatively affects Travel Intention towards "Travel Bubble" destinations with the result negative. According to the data gathered, the intention of a visit is influenced by the current situation of COVID-19. Whereas if the new cases of COVID-19 in the area are high, tourists will be hesitant to visit Kawasan Kuliner Pasar Lama.

Furthermore, for the last hypothesis. The influences of Destination Image toward Travel Intention is accepted. This result is also supported by a previous study done by Ngajow et al. (2021) shows that the destination image has a direct positive and significant effect on Travel Intention to the Bukit Kasih Kanonang tourist attraction. This is because the idea of the tourist attraction attached to the Bukit Kasih Kanonang can make visitors interested in visiting and enjoying a tour of the Bukit Kasih Kanonang. Also, in line with previous studies by Chaulagain et al. (2019) and Darwin et al. (2019), Destination image has positively influenced Travel Intention. Nowadays, many people research the internet before they visit the tourism spot. The review can be an image of that tourism spot about the ticketing, transportation, ambiance, and many more. This factor can influence their intention to visit Kawasan Kuliner Pasar Lama if the facility and society are inadequate.

Table 2. Goodness of Fit

Indicators	Standard	Result	Status
CMIN/DF	CMIN<5	2,153	Good Fit
GFI	GFI $\geq$ 0,9	0,862	Less Fit
AGFI	AGFI $\geq$ 0,9	0,829	Less Fit
CFI	CFI $\geq$ 0,9	0,928	Good Fit
TLI	TLI $\geq$ 0,9	0,917	Good Fit
IFI	IFI $\geq$ 0,9	0,928	Good Fit
RMSEA	$0,05 \leq \text{RMSEA} \leq 0,08$	0,062	Good Fit

Table 3. Validity and Reliability

	CR	AVE	Cronbach α
Knowledge of COVID-19	0,84	0,54	0,893
Knowledge of Tourism	0,81	0,53	0,791
Attitude of risk aversion	0,89	0,74	0,883
Travel Experience	0,88	0,65	0,881
Destination Image	0,88	0,59	0,88
Travel Intention	0,90	0,70	0,896

Table 4. Hypothesis Testing

Latent Construct	Estimates	CR	P-Value	Decision
Knowledge of COVID-19 → Attitude of Risk Aversion	0,244	0,769	0,442	REJECTED
Knowledge Tourism → Attitude of Risk Aversion	0,269	1,97	0,049	ACCEPTED
Travel Experience → Destination Image	0,529	10,424	***	ACCEPTED
The Attitude of Risk Aversion → Travel Intention	-0,351	4,632	***	ACCEPTED
Destination Image → Travel Intention	0,799	7,471	***	ACCEPTED

5. Conclusion and Implications

Theoretical Implications

This study analyzes the correlation between Knowledge of COVID-19, Knowledge of Tourism, and Experience as independent variables with Attitude of Risk Aversion, Destination Image, and Travel Intention as dependent variables. The other theoretical model from Breckler (1984) shows affect, behavior, and cognitive as distinct components. In this research, our focus was placed on how Knowledge of COVID-19 and Knowledge of Tourism influences people's Attitudes toward Risk Aversion.

Meanwhile, for Destination Image there is a theory from Beerli and Martín (2004) there are several factors affecting Destination Image. First, information sources are Primary factors (Previous Experience and Intensity of Visit) and Secondary factors (Induced, Organic, Autonomous). Second, Personal Factors which are Motivations, Vacation Experience, Socio-demographic Characteristic. This research uses the Primary factors: Previous Experience influences the Destination Image of Kawasan Kuliner Pasar Lama.

Lastly, there are many theories of Travel Intention. By constructing a model of Chinese residents' view on rural tourism by Zhu and Deng (2020), this research uses Attitude risk aversion to influence people's intention to visit Kawasan Kuliner Pasar Lama. Meanwhile, the other theory from Beerli and Martín (2004) said that Intensity to Visit is the Primary factor from the Destination Image. This research uses Destination Image to influence people's visit intention to Kawasan Kuliner Pasar Lama.

Managerial Implications

This research aims to know the effect of COVID-19 on the Kawasan Kuliner Pasar Lama. The specific aims are to analyze if the Knowledge of COVID-19 and Knowledge of Tourism affecting people's Attitude toward visiting Kawasan Kuliner Pasar Lama in this pandemic COVID-19. Also, the impact of destination image toward intention to visit during pandemic COVID-19 base on the tourist experience. Since infection COVID-19 is increasing day by day, the government and Kawasan Kuliner Pasar Lama management center must be aware of this issue. Regarding the result of this research, Knowledge of COVID-19 does not influence the Attitude of Risk Aversion visiting Kawasan Kuliner Pasar Lama. This statement also supports that the total of cases is increasing in the Pasar Lama, Tangerang area. If we see the demographic result, most of the visitors are from Tangerang, and their purpose is not only culinary tours. The purpose besides culinary tours are strolling, shopping (there is a traditional market and clothes shop), meeting, working, and many more. For this purpose of visiting Kawasan Kuliner Pasar Lama is more like daily activity, knowing Pasar Lama is a place with complete stores in Tangerang, Banten. The government and management center can give more socialization about COVID-19 to the owner of the store/restaurant/visitors.

As cited from Gunn's (1988) travel experiences model demonstrates how the Experience itself affects the destination's image. Regarding that, the variable, which is Tourist Experience on Destination Image, shows a positive sign. The government and management center must be aware of the quality experience of visitors.

In reality, consumer experiences have a significant impact on economic and social life. Government and management centers can train the owner store/employee of food stalls/street vendors/labor workers, and many more. Especially in this pandemic COVID-19 situation, hygiene is a must. The training program can include (1) a Learning program to educate with the government's health program/ 3M (2) Training program manage as a seller (focus to educate manner) (3) The layout and decorations to attract visitors are updated regularly.

As in another study, this research has several limitations that must be carefully interpreted and could be addressed in future research. First, as in most empirical studies, this research was limited by the measures used. Because measurements for the Attitude of Risk Aversion and Destination Image have a broader influence variable to intention to visit that couldn't be tested all in one research. Also, from the measurements, Knowledge of COVID-19 and Knowledge of Tourism have a broader influence on the Attitude of Risk Aversion. Same as Tourist Experience have a broader impact on Destination Image.

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