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Antecedents of Intention to Stay at a Hotel During the Covid-19 Pandemic

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ABSTRACT:
This study aims to find out and analyze the factors that influence tourists to stay at Hotels during the COVID-19 pandemic. This research is a quantitative study and a descriptive approach using an online survey of tourists who live in JABODETABEK. The number of respondents was 263 respondents and the obtained data was processed using the Structural Equation Modeling method assisted by SMART PLS 3.0 software. The results of this Study indicate that Perceived Threat has a negative and significant influence on the intention to stay while Government and Social Trust have a positive and very significant influence on the intention to stay. Meanwhile, Customer Individual Response Efficacy and Hotel Response Efficacy do not affect the intention to stay. Perceived Threat does not affect Government and Social Trust and Hotel Response Efficacy. However, Customer Individual Response Efficacy has a positive and very significant effect on Government and Social Trust and Hotel Response Efficacy. Theoretical and managerial implications are also discussed in this study.

Keywords: Perceived Threat, Customer Individual Response Efficacy, Government Social Trust, Hotel Response Efficacy, Intention to Stay.

I. INTRODUCTION

The Covid-19 pandemic has changed every aspect of our lives. According to WHO, 2020 As of July 22, 2020, there were 15 million confirmed cases of Covid-19 globally, with 619,150 deaths, in which Indonesia contributed to the number of confirmed cases (636,154) and deaths (19,248) in December 2020. The spread of COVID-19 also caused a sharp decline in the economy, especially in the tourism sector, which has an impact on the Hospitality business. So far, the hotel business has become a labor-intensive sector and can absorb a lot of workers, which initially experienced rapid growth but now experienced a sharp decline and occurred in hotel occupancy rates. While Covid-19 has affected every business sector across the World, the hotel industry which relies heavily on tourism inflows and tourist mobility is one of the hardest hit. The tourism industry has experienced potential income losses of up to US$ 1.3 trillion and the loss of 10-120 million tourism worker jobs since the pandemic began (UNWTO,

2020). According to the Ministry of Tourism and Creative Economy, (2020), in December 2020 there was a decrease in the occupancy rate of star hotel rooms in Indonesia by 18.60 points or 40.79% compared to December 2019 which was only 59.39%. In addition, when compared to the hotel room occupancy rate in November 2020, it was only 40.14%, while the hotel room occupancy rate in December 2020 increased by 0.65 points. And in 2020, foreign tourist visits to Indonesia decreased by 74.84% or 4,052,923 visits compared to 2019 which amounted to 16,108,000 visits that entered through all entrances. This puts pressure on the tourism sector, as can be seen from the large decline in the number of foreign tourist arrivals resulting in massive cancellations and reductions in hotel reservations. Not only that, domestic travel has also decreased due to fear of the impact of exposure to Covid-19.

According to (World Bank, 2021), due to the Covid-19 pandemic, the global recession was recorded as the most severe in history. Despite experiencing a relatively mild recession, Indonesia did not escape the recession. Around 1.8 million people lost their jobs between February 2020 and 2021 and 2.8 million people fell into poverty. It was noted that in the first quarter of 2021, Indonesia's economic recovery was relatively slow, although in the second quarter, there were economic indicators (leading indicators) that showed a stronger recovery. Then slowly Indonesia's recovery gap where the difference between real GDP and the trend before the crisis began to decrease from -7.5% to -7.1% for the 2nd quarter and 4th quarter of 2020. Furthermore, it is hoped that in 2021 the economy of Indonesia will recover by 4.4% where which is supported by domestic demand which is slowly starting to improve as a result of the strengthening trend of the global economy. In addition, in 2022 economic growth may increase to 5%, this is a result of reduced uncertainty and the assumption that the vaccination program more details has reached a fairly large population coverage target in the fourth quarter of 2021.

In January 2022, the COVID-19 infection rate in Indonesia slowed, and all regions began plans for gradual reopening. News of increasing doses of the vaccine (Booster) also brought signs of recovery and hope for the hotel. To prepare for reopening, and to reduce customer concerns and the risk of exposure to Covid-19 by implementing the CHSE program from the Ministry of Tourism and Creative Economy. A global pandemic like Covid-19 is a new thing for the hotel industry. Despite all these efforts, it is still unknown what effect these responses and precautions will have on customers' stay intentions at hotels amid the pandemic, as well as which health and safety responses these customers value the most.

Protection Motivation Theory (PMT) focuses on the cognitive dimension. Floyd, D. L., et. al., (2000). In previous research, if a person feels threatened by a health problem, it will motivate him to act, while self-efficacy or a person's confidence to effectively reduce the threat determines the action itself. Mahmood, Q. K., et. al, (2021). Perceived threats and individual customer response efficacy are direct predictors of customer intentions, the more customers feel the threat of COVID-19, the less intention (intention) they have to stay at the hotel. Y. J., Hsieh e.al, (2021). and also Y. J., Hsieh et .al, (2021), said that based on the findings of an empirical study it was determined that the efforts of hotels in adopting Covid-19 precautions to protect guests and employees can help increase customers' intention to stay at the hotel, as well as their comfort level. trust in Government and Social Trust. Customer's Individual Response Efficacy refers in the context of research (Ruan et al., 2020), to the extent to which individuals believe wearing masks, keeping a distance, and washing hands can effectively facilitate their avoidance of the threat of Covid-19. The research questions are as below:

1. What is the effect of perceived threats on the intention to stay at the hotel during the COVID-19 pandemic?

2. What is the effect of perceived threats on the intention to stay at the hotel during the COVID-19 pandemic mediated by the Government and Social Trust?
3. What is the effect of Customer's Individual Response Efficacy on the intention to stay at the hotel during the COVID-19 pandemic mediated by the Government and Social Trust?
4. What is the influence of Government and Social Trust on the intention to stay in hotels during the COVID-19 pandemic?
5. What is the effect of perceived threats on the intention to stay in hotels during the COVID-19 pandemic mediated by Hotel Response Efficacy?
6. What is the influence of the Customer's response efficacy on the intention to stay at the hotel during the COVID-19 pandemic mediated by the Hotel response efficacy?
7. Does hotel response efficacy mediate the relationship between individual customer responses and hotel stay intentions during the pandemic?

Is hotel response efficacy positively related to the intention to stay in a hotel?..

II. LITERATURE REVIEW

The following are the variables in the study regarding the antecedents of intention to stay at a hotel during Covid 19. These variables which will be included in the questionnaire are distributed to respondents to be able to fill them according to the opinions of each individual.

2.1. Perceived Threats

This study according to (Lai and Wong, 2020) found that perceived threat and individual customer response efficacy were direct predictors of customer's intentions. The more customers feel the threat of COVID-19, the less they intend to stay at the hotel. On the other hand, the more customers believe in their ability to adhere to health measures, the greater their intention to stay at the hotel. This study strengthens the impact of threat assessment and coping on customer hotel stay decisions during a pandemic.

2.2. Individual Response Efficacy

The efficacy of individual customer responses refers, in the context of our study, to how much individuals believe that wearing masks, social distancing, and washing hands can effectively facilitate their avoidance of the threat of COVID-19 (Ruan et al., 2020). In situations where individuals believe that this response will prevent the threat of COVID-19 to their health, we are seeing an increase in the intention to stay at hotels during the pandemic.

2.3. Government and Social Trust

Government trust refers to the Trust that is given to the government (Bachmann, 2003). It is the perceived likelihood that institutions will carry out their duties to a satisfactory level (Hudson, 2006). Institutional trust is very important amid a pandemic because it is related to the compliance of community members with health guidelines and their compliance with regulations (Falcone et al., 2020; Quinn et al., 2013). According to Tang and Wong (2003) regarding the outbreak, it was found that trust in the government predicts health behaviors, such as maintaining cleanliness and using face masks. Similar results are suggested by studies conducted in the UK (Rubin et al., 2009) and Italy (Prati et al., 2013).

2.4. Hotel Response Efficacy

According to Rogers (1975), Protection Motivation Theory (PMT) is an introduce response efficacy as a key parameter to consider in the coping assessment process, which is another cognitive mediating process. Response efficacy is defined as the extent to which a recommended response to an individual's perceived threat is actually effective in reducing or avoiding the threat (Maddux & Rogers, 1983).

2.5. Intention To Stay

Consumer behavioral responses to intention to order atmosphere stimulation. The concept of loyalty is used as a valued virtue that can predict behavioral intentions (Aksoy, 2013). Oliver (1999) defines loyalty as an affective bond between a customer and a customer of a product or service, causing customers to repeatedly purchase the same brand despite the influence of competitors' marketing efforts. According to Kandampully et al. (2015), loyalty has two dimensions: behavioral and attitudinal loyalty. Behavioral loyalty refers to a customer's preference for a brand or service over time (Bowe and Showmaker, 2003; Kandampully and Suhartanto, 2000). The purchase possibility acts as behavioral loyalty (Kandampully et al., 2015).

2.6. Research Framework

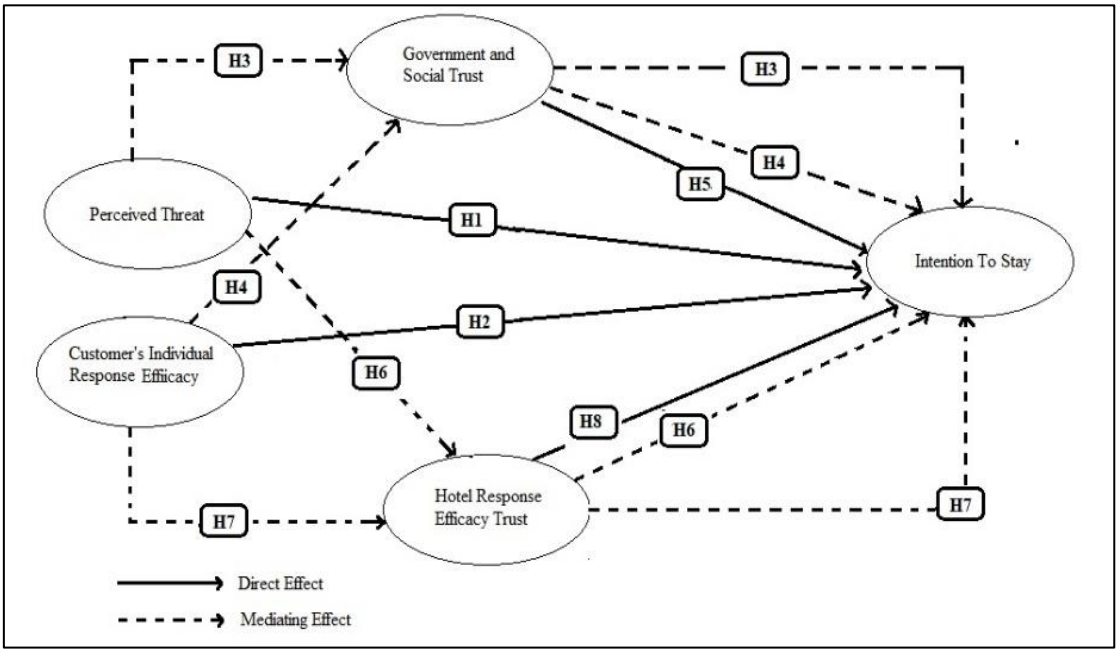

Figure 1. Research Framework

Source: adapted from the research journal Y. (J. Hsieh et al. (2020)

This research framework shows the relationship between external factors (Government and Social Trust and Hotel Response Efficacy) that affect the independent variables (Perceived Threat and Customer's Individual Response Efficacy) which will directly affect the dependent variable, x This study applies PMT (Protection Motivation Theory) to provide an overview of customers' perceptions of Covid-19 through their assessment of perceived threats and perceived response efficacy. Individual customer response efficacy refersrs to the context of our study, on how far individuals believe that using masks, keeping distance and washing hands can effectively facilitate their avoidance of the threat of Covid-19 (Ruan et al., 2020). In situations where individuals believe that this response will prevent the threat of Covid-19 to their health and we are seeing an increase in hotel stay intentions during the pandemic. Based on the research framework above, the researchers developed the following hypotheses in this study:

namely Intention to Stay or the customer's intention to stay at the hotel. .

1. H1: Perceived Threat has no effect on Intention to Stay on guest intentions to stay at the hotel.
2. H2: Customer Individual Response Efficacy does not have a direct influence on Intention to Stay on guest intentions to stay at the hotel.

3. H3: Perceived Threat has no effect on Government and Social Trust on guest intentions to stay at the hotel.
4. H4: Customer Individual Response Efficacy has an influence on Government social trust on guest intentions to stay at the hotel.
5. H5: Government social trust has an effect on Intention to Stay on guest intention to stay at the hotel.
6. H6: Perceived Threat has no effect on Hotel Response Efficacy on guest intentions to stay at the hotel.
7. H7: Customer Individual Response Efficacy has an influence on Government social trust on guest intentions to stay at the hotel.
8. H8: Hotel Response Efficacy has no effect on Intention to Stay on guest intention to stay at the hotel.

III. METHODOLOGY

This study used quantitative methods with associative. Sekaran (2017), quantitative research is a research method whose data is the questionnaire and processed using statistical methods. Then, to see the relationship between two or more variables where building a theory that tries to explain it is a type of associative research (Lichtman in Sugiyono, 2018). The type of survey research is the method used in this study with the intended unit of analysis is the individual, namely the guests who have stayed at the hotel. In this study, researchers used a Likert scale as a scale to show attitudes. The Likert scale according to Kinnear (1988) in Umar (2013: 70) is a statement about a person's attitude towards something, for example, agree-disagree, happy-not happy, and good-not good. This study used 3 variables, namely the independent variable, the dependent variable, and the mediating variable as follows:

Independent Variables: Perceived Threats (X1) and Customers Individual Response Efficacy (X2), dependent variable: Intention of Hotel Stay (Y), and the mediation Variable (Variable Intervening): Government and Social Trust (Z1), Hotel Response Efficacy (Z2).

The Population in this study is guests who have and intend to stay at the hotel. Respondents who live in Jabodetabek were selected for this research. Furthermore, in this study the maximum number of respondents was 263 respondents, this figure was based on non-probability sampling. The sampling technique used in this study is purposive sampling. According to Sekaran and Bougie (2013: 252), purposive sampling is a sample selection method that is limited to informants who can provide the data that researchers need. The sample criteria in this research are respondents who have stayed at hotels during the Covid19 pandemic and respondents in this study are people who live in the Greater Jakarta area. Especially in the areas of Jakarta, Bogor, Depok, and Tangerang.

The data analysis technique in this study is the Structural Equation Modeling (SEM) method. Furthermore, data analysis techniques were also carried out with Partial Least Square (PLS). The program used is Smart PLS 3.0. In testing the research instrument, several measures were used in the SEM-PLS analysis. First, evaluate the measurement results of the model through confirmatory factor analysis (CFA) by testing the validity and reliability of the latent construct. According to Imam Ghazali (2015), to measure the model through confirmatory factor analysis, use the MTMM (Multi Trait - Multi-Method) approach by testing convergent and discriminatory validation. Limitations that are usually used to assess convergent validation

are the standardized loading factor value must be more than 0.7 for confirmatory research and loading value between 0.6 - 0.7 for exploratory research is still acceptable and the Average Variance Extracted (AVE) value must be greater than 0.5.

Based on Sekaran (2006:121-122) Descriptive Analysis is an analysis that aims to describe research variables in certain situations. To make it easy to analyze and interpret the variables in the study, it is necessary to categorize the average score of respondents' responses so that the maximum and minimum score ranges need to be made. Later data from respondents' responses to all questions will be categorized into 5 categories, namely: 1. Strongly Disagree - 2. Disagree - 3. Moderately Agree - 4. Agree - 5. Strongly Agree

IV.RESULTS AND ANALYSIS

The measurement of this research variables uses descriptive statistics with a total of respondents is 263 in the Greater Jakarta area in November 2021 – January 2022 with each of these variables being Perceived Threat, Customer's Individual Response Efficacy, Government and Social Trust, Hotel Response Efficacy and Intention to Hotel Stay.

1. Perceived Threat has an average value of 3.612, so it can be concluded that the respondent's statement on the highest Perceived Threat indicator is PT4 at 3.859, that is the respondents that agree if they can be possibly infected with Covid-19 and the lowest Perceived Threat indicator is PT5 at 2.738, namely, respondents say staying at a hotel during the pandemic can be dangerous
2. Customer's Individual Response Efficacy, has an average value of 5.582, so it can be concluded that the respondent's statement on the highest Customer's Individual Response Efficacy indicator is CIRE 5 of 4.875, i.e. that respondents who participate in downloading applications recommended by the government such as caring for protection and indicators The lowest Customer's Individual Response Efficacy was CIRE2 4,772, is the respondent that kept their distance during the pandemic to avoid the risk of being exposed to Covid 19.
3. Government and Social Trust has an average value of 4.706, so it can be concluded that the respondent's statement on the highest Government and Social Trust indicator is GST2 of 4.833, that is, respondents who said that staying at a hotel must comply with Covid19 health protocols such as wearing masks, maintaining social distance. , and washing hands the lowest Government and Social Trust indicator is GST3 of 4.692 respondents who said that the central government plays an important role in enacting regulations that can minimize the transmission of covid 19 during the pandemic.
4. Hotel Response Efficacy has an average value of 4.805, so it can be concluded that the respondent's statement on the highest Hotel Response Efficacy indicator is HRE1 of 4.859, is the respondent who said that the hotel needs to implement a protocol for cleaning during the Covid19 pandemic according to the Covid19 guidelines and the Hotasel Response indicator. The lowest efficacy is GST2 of 4,607, which respondents say that hotels need to implement contactless services such as online check-in, digital keys, and digital menus in restaurants.
5. Intention to Hotel Stay has an average value of 3,302, it is concluded that the statement respondents in the highest Intention to Hotel Stay indicator are IS3 at 3.308, namely respondents who say that they are willing to stay at hotels during the COVID-19 pandemic and the Intention to Hotel Stay indicator the lowest was IS1 of 2.757, namely the respondents who said that they tended to stay at hotels during Covid-19.

4.1. Evaluation of Measurement Model (Outer Model)

There are 2 tests on the measurement model (outer model), namely the validation test and the reliability test. Convergent validity and discriminant validity are two types of tests in the validity test. Validity testing is carried out using SmartPLS by entering the answer data from respondents that have been summarized into Excel 68 with CSV format. Then describe the path model which is part of a series of calculation processes with SmartPLS.

1. Convergent Validity Test

There are two methods of analysis in the convergent validity test, the first is by looking at the loading factor value, and the next is by looking at the Average Variance Extracted (AVE) value. The analysis of the convergent validity test can be seen from the results of the loading factor contained in the outer loading output of SmartPLS.

The Outer Model path diagram shows the outer loading values from the Output Path Coefficient PLS Algorithm. Standardized loading factor is another name for outer loading which shows the magnitude of the correlation of each indicator with its construct which has an ideal value greater than 0.7. However, in the research stage of the scale development, a loading of 0.5 - 0.60 is still acceptable (Ghozali & Latan, 2020).

Table 1. Evaluation of Measurement Model

*Construct and Items	Mean	LF	CA	CR	AVE
Perceived Threat					
PT1: Selama pandemi beresiko terinfeksi Covid-19	3.776	Invalid			
PT2: Kemungkinan besar dapat terinfeksi Covid-19	3.814	Invalid			
PT3: Menginap di hotel selama pandemi dapat menjadi ancaman bagi kesehatan seseorang	3.008	0.907	0.930	0.960	0.880
PT4: Menginap di hotel selama pandemi dapat menimbulkan konsekuensi negatif terkait kesehatan	2.859	0.952			
PT5: Menginapdihotelselamapandemi berlangsung dapat membahayakan	2.738	0.948			
Customer's Individual Response Efficacy					
CIRE1: Menggunakan masker saat berada di luar rumah untuk terhindar dari resiko terpapar Covid 19	4.848	0.865			
CIRE2: Menjaga jarak selama pandemi untuk terhindar dari resiko terpapar Covid 19	4.772	0.846			
CIRE3: Sering mencuci tangan dengan baik untuk terhindar dari resiko terpapar Covid 19	4.847	0.843	0.910	0.930	0.730
CIRE4: Jujur dalam mendeklarasi mengenai kondisi kesehatan saya (jika terjadi kontak dengan orang bergejala Covid 19)	4.840	0.831			
CIRE5: Berpartisipasi dalam mengunduh aplikasi yang dianjurkan pemerintah seperti pedulilindungi	4.875	0.881			
Government and Social Trust					
GST1: Hotel dan manajemen hotel berupaya menerapkan protokol kesehatan untuk menjaga keamanan tamu dari terpapar Covid19	4.726	0.760			
GST2: Tamu yang menginap di hotel harus menaati protokol kesehatan Covid19 seperti menggunakan masker, menjaga jarak, dan mencuci tangan	4.883	0.810	0.880	0.910	0.680
GST3: Pemerintah pusat berperan penting dalam pemberlakuan peraturan yang dapat meminimalkan tranmisi covid 19 selama pandemi berlangsung	4.692	0.768			
GST4: Pemerintah propinsi berperan penting dalam	4.722	0.886			

pemberlakuan peraturan yang dapat meminimalkan tranmisi covid 19 selama pandemi berlangsung					
GST5: Pemerintah daerah berperan penting dalam pemberlakuan peraturan yang dapat meminimalkan tranmisi covid 19 selama pandemi berlangsung	4.730	0.887			
Hotel Response Efficacy					
HRE1: Hotel perlu menerapkan protokol membersihkan selama pandemi Covid19 sesuai panduan Covid19	4.859	0.829			
HRE2: Hotel perlu menerapkan contact-less service (pelayanan tanpa kontak fisik) seperti cek-in online, kunci digital dan menu digital di restoran	4.607	0.767			
HRE3: Hotel perlu memberikan panduan jaga jarak dengan menempelkan stiker jaga jarak antrian, tanda berdiri dan antri, ruang gerak yang lebih luas.	4.772	0.911	0.890	0.920	0.690
HRE4: Hotel perlu menerapkan penggunaan disenfektan berstandar rumah sakit selama pandemi untuk membasmi kuman dan virus.	4.757	0.802			
HRE5: Hotel perlu memasang tempat pembersih tangan (cairan hand sanitizer) di seluruh hotel dan propertinya.	4.833	0.851			
Intention to Hotel Stay					
IS1: Cenderung menginap di hotel selama COVID-19	2.757	0.806			
IS2: Kemungkinan menginap di hotel selama pandemi COVID-19	3.072	0.908			
IS3: Kesediaan menginap di hotel selama pandemi COVID-19	3.308 3.221	0.852 0.875	0.920	0.940	0.740
IS4: Saya memiliki rencana dalam waktu dekat untuk menginap di hotel selama pandemi berlangsung	2.802	0.869			
IS5: Menyarankan orang lain untuk menginap di hotel selama pandemi					
LF: Loading Factors, CA: Cronbach Alpha, CR: Composite Reliability, AVE: Average Variance Extracted					

Source: Processed Primary Data, (2022)

Because the loading factor value has exceeded 0.7, then the next step regarding the loading factor value between indicators and variables will be explained as follows:

1. The results of the data obtained from processing using SmartPLS show that the Perceived Threat (PT) variable with indicators PT3, PT4, PT5 each has a value of 0.907; 0.952; 0.948. So it can be concluded that the indicators are declared valid because they have met the provisions. PT1 and PT2 are stated below the valid parameter. PT1 has a value of 0.694. and PT2 with a value of 0.751 below the valid parameter. So, the PT1 and PT2 indicators are omitted in further data processing.
2. The results of the data obtained from processing using SmartPLS show that the Customer's Individual Response Efficacy (CIRE) variable with indicators CIRE1, CIRE2, CIRE3, CIRE4, CIRE5 each has a value of 0.865; 0.846; 0.841; 0.831; 0.881. So it can be concluded that the indicators are declared valid because they have met the provisions.
3. The results of the data obtained from processing using SmartPLS show that the Government and Social Trust (GST) variable with indicators GST1, GST2, GST3, GST4, GST5 each has a value of 0.760; 0.801; 0.768; 0.886; 0.887. So it can be concluded that the indicators are declared valid because they have met the provisions.
4. The results of the data obtained from processing using SmartPLS show that the Hotel Response Efficacy (HRE) variable with indicators HRE1, HRE2, HRE3, HRE4, HRE5 each has

a value of 0.829; 0.767; 0.911; 0.802; 0.852. So it can be concluded that the indicators are declared valid because they have met the provisions.

5. The results of the data obtained from processing using SmartPLS show that the Intention to Hotel Stay (IS) variable with indicators IS1, IS2, IS3, IS4, IS5 each has a value of 0.806; 0.908; 0.852; 0.875; 0.869 So it can be concluded that the indicators are declared valid because they have met the provisions.

The results of Convergent Validity show the value for Cronbach's Alpha (CA) of alk variables is above the parameter, which is above 0.70 so that the construction is valid. The value for Composite Reliability (CR) where in all the variables we use Cronbach's Alpha (CR) is above the parameter, which is above 0.70 so the construction is valid. The value for Average Variance Extracted (AVE) where in all the variables we use the Average Variance Extracted (AVE) is above the parameter, which is above 0.50 so that the construction is valid.

The Fornell-Larcker Criterion (FL) results show that the correlation value of the association construct is greater than the other constructs, therefore it can be said that the model has good discriminant validity, where the FL Criterion value has the lowest value of GST of 0.822 which is greater than the correlation between GSTl with a CIRE of 0.660.

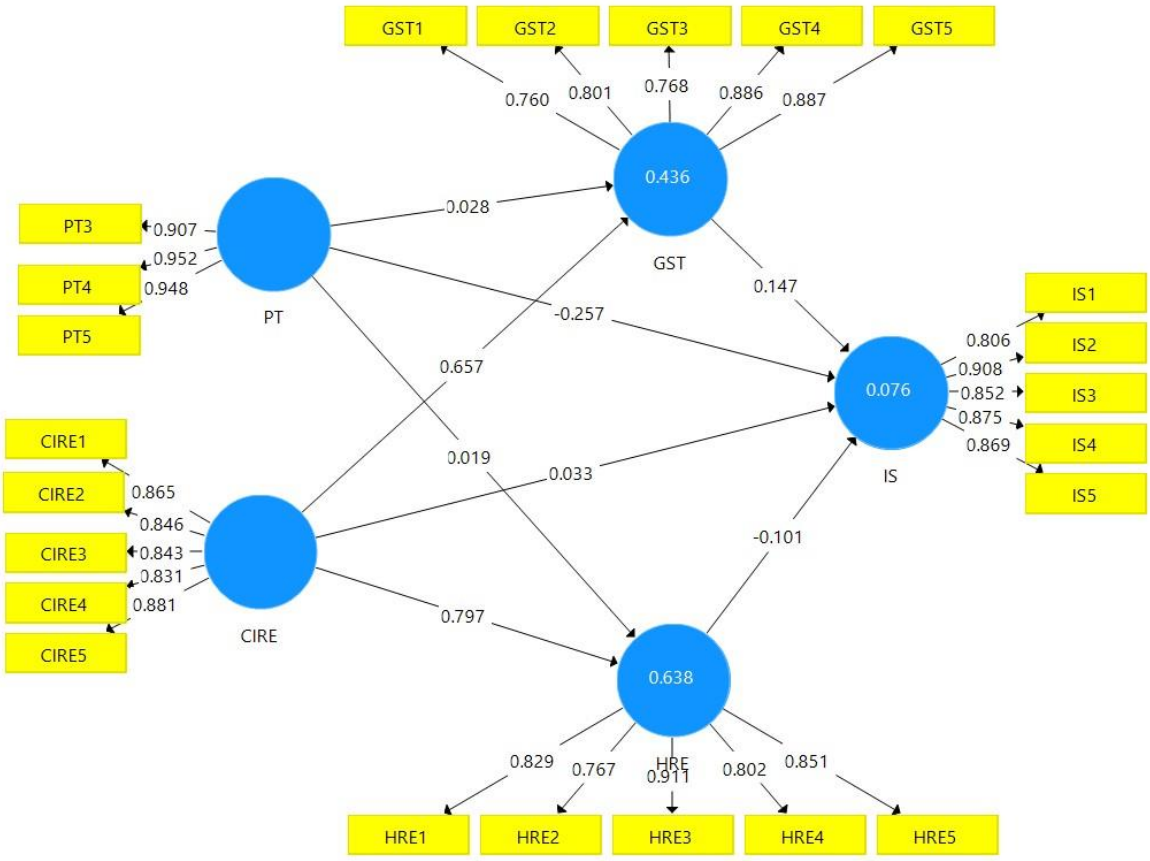

Figure 2. Measurement Model Path Diagram
Source: Analysed by SmartPLS, 2022

Tabel 2. Fornell-Larcker Criterion

Variable	CIRE	GST	HRE	IS	PT
CIRE	0.853				
GST	0.660	0.822			
HRE	0.799	0.702	0.833		
IS	0.029	0.078	0.008	0.863	

PT	0.077	0.780	0.080	-0.251	0.936

Source: Processed Primary Data, 2022

Furthermore, there are results of the Heterotrait-Monotrait Ratio value that none is above 1, therefore it can be said that the research model formed from the five variables above is valid (Hair et al. 2010).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	CIRE	GST	HRE	IS	PT
CIRE					
GST	0.721				
HRE	0.879	0.766			
IS	0.059	0.087	0.050		
PT	0.085	0.105	0.094	0.253	

Source: Processed Primary Data, 2022

2. Structural Evaluation Model (Inner Model)

In the structural analysis of the model (inner model), the assessment of the quality of the model is based on its ability to predict endogenous constructs. The criteria used are: the coefficient of determination (R2), cross-validated redundancy (Q2), path coefficients, and the effect size (f2) (Hair et al., 2017).

R Square A measure of the proportion of variation in the value of the affected variable (endogenous) which can be explained by the variable that influences it (exogenous). The criteria is:

R2 value = 0.75 → substantial (big/strong)
R2 value = 0.50 → moderate (medium)
R2 value = 0.25 → weak (small)

Table 4. R-Squares

Variable Endogen	R-Squares	R-Squares Adjusted	Results
Government and Social Trust	0.436	0.431	medium
Hotel Respond Efficacy	0.638	0.636	strong
Intention to Hotel Stay	0.076	0.062	small

Source: Processed Primary Data,, (2022)

Table 4 shows that the R-squares on the effect of the independent variable on the endogenous variable, namely Government and Social Trust, is 43%, the influence of the independent variable or exogenous influence on the dependent variable, namely Government and Social Trust, is 43%, while the other 57% is influenced by other factors. Likewise for the exogenous variable to the dependent variable Hotel response efficacy is 63%. While the remaining 37% is influenced by other factors.

Table 5. F-Square

Jalur	Nilai	Hasil
CIRE - GST	0.761	Strong
CIRE - HRE	1.748	Strong
CIRE - IS	0.000	No effect
GST - IS	0.001	No effect
HRE - IS	0.003	No effect
PT - GST	0.001	No effect
PT - HRE	0.001	No effect

PT - IS	0.071	Small

Source: Processed Primary Data, (2022)

From table 5, the f-square category is divided into three, first, 0.02 is a weak influence, 0.15 is a moderate influence, and 0.35 is a strong influence (Wijaya, 2013; Sarwono, 2015). Referring to the table above, it is obtained that the variables GST - IS, HRE - IS, PT - GST, and PT – HIRE have no effect, and PT - IS has a small effect in the structural model. While the variables CIRE - GST, CIRE - HRE, and CIRE - IS have a strong or large influence in the structural model.

Table 6. Q-Square

Variable Endogen	Q^2	Results
Government and Social Trust	0.262	Has predictive relevance
Hotel Response Efficacy	0.427	Has predictive relevance
Intention To Stay	0.033	Has predictive relevance

Source: Processed Primary Data, (2022)

From Table 6 it is obtained that the value of Q square on the Government and Social Trust variable is 0.262, by looking at this value it can be concluded that this study has a good observation value because the value of Q square > 0 (zero) is 0.32. The value of Q square on the Hotel Response Efficacy variable is 0.427, by looking at this value, it can be concluded that this study has a good observation value because the value of Q square > 0 (zero) is 0.321. The value of Q square on the Intention To Stay variable is 0.033, by looking at this value, it can be concluded that this study has a good observation value because the value of Q square > 0 (zero) is 0.321.

3. Hypothesis test

Furthermore, when you want to know the significance or not, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared by T-count (T-statistics). The statistical estimation results are explained in the data as follows:

Table7. Hypothesis Test

Model	Original Sample	T Statistics	P Values	Results
Perceived Threat → Intention to stay	-0.257	3.914	0.000	H1 accepted
Customer Individual Response Efficacy → Intention to Stay	0.033	0.312	0.755	H2 rejected
Perceived Threat → Government and Social Trust	0.028	0.643	0.520	H3 rejected
Customer Individual Response Efficacy → Government and Social Trust	0.657	6.921	0.000	H4 accepted
Government and Social Trust → Intention to Stay	0.147	2.093	0.036	H5 accepted
Perceived Threat → Hotel Response Efficacy	0.019	0.616	0.538	H6 rejected
Customer Individual Response Efficacy → Hotel Response Efficacy	0.797	13.323	0.000	H7 accepted
Hotel Response Efficacy → Intention to Stay	-0.101	0.882	0.378	H8 rejected

Source: Processed Primary Data, 2022

4.2. Discussion

1. Hypothesis 1: Perceived Threat on Intention To Stay

In Table 7, for the Perceived Threat variable, the value is not significant p-value at 0.000, because the value is below 0.05, it can be said to be significant. The test using the t test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.96. while the t-count value in the table above is t-test = 3.914 Means $t_{count} > t_{table}$ then H1 is accepted and Ho is rejected, thus showing Perceived Threat has no effect on Intention To Stay on guest intentions to stay at the hotel.

2. Hypothesis 2: Customer Individual Response Efficacy on Intention To Stay

In Table 7, Customer Individual Response Efficacy shows an insignificant p-value of 0.755, because a value above 0.05 can be said to be insignificant. The test using the t test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.96. while the t-count value in the table above is t-test = 0.312. It means that $t_{count} > t_{table}$, then H2 is rejected and Ho is rejected, thus showing Customer Individual Response Efficacy does not have a direct influence on Intention to Stay on guest intentions to stay at the hotel.

3. Hypothesis 3: Perceived Threat on Government and Social Trust

In Table 7, the p-value of the Perceived Threat variable is not significant at 0.520, because the value is above 0.05, it can be said to be insignificant. The test using the t-test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.96. while the t-count value in the table above is t-test = 0.643. It means that $t_{count} > t_{table}$, then H3 is rejected and Ho is rejected, thus showing Perceived Threat has no effect on Government and Social Trust on guest intentions to stay at the hotel.

4. Hypothesis 4: Customer Individual Response Efficacy on Government and Social Trust

In Table 7, the p-value of Customer Individual Response Efficacy has significant value at 0.000, because the value is below 0.05, it can be said to be significant. The test using the t test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.982. while the t-count value in the table above is t-test = 6.921. It means that $t_{count} > t_{table}$, then H4 is accepted and Ho is rejected, thereby showing Customer Individual Response Efficacy has an influence on Government social trust on guest intentions to stay at the hotel.

5. Hypothesis 5: Government Social Trust on Intention to Stay

In Table 7, the *p-value* for the Government social trust, shows a significant value of 0.036, because the value is below 0.05, it can be said to be significant. The test using the t-test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.96. while the t-count value in the table above is t-test = 2.093. It means that $t_{count} > t_{table}$, then H5 is accepted and Ho is rejected, thus indicating that Government social trust influences Intention to Stay on guest intention to stay at the hotel.

6. Hypothesis 6: Perceived Threat on Hotel Response Efficacy

In Table 7, the p-value for the Perceived Threat is not significant at 0.538, because the value is below 0.05, it can be said to be insignificant. The test using the t-test is, the value of the t table at alpha 0.05 (two tail) df = n-2 = 111-2 = 109 is 1,996. while the t value in the table above is t-test = 0.616. It means that $t_{count} > t_{table}$, then H6 is rejected and Ho is rejected, thus showing Perceived Threat has no effect on Hotel Response Efficacy on guest intentions to stay at the hotel.

7. Hypothesis 7: Customer Individual Response Efficacy on Hotel Response Efficacy

In Table 7, the p-value for the Customer Individual Response Efficacy variable, shows a significant value of 0.000, because the value is below 0.05, it can be said to be significant. The test using the t-test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109

is 1.96. while the t-count value in the table above is t-test = 13,323. This means $t_{count} > t_{table}$, then H7 is accepted and Ho is rejected, thus showing Customer Individual Response Efficacy has an influence on Government social trust on guest intentions to stay at the hotel.

8. Hypothesis 8: Hotel Response Efficacy on Intention to Stay

In Table 7, the Hotel Response Efficacy's p-value is not significant at 0.378, because the value is above 0.05, it can be said to be insignificant. The test using the t-test is, the value of the t table at alpha 0.05 (two tails) df = n-2 = 111-2 = 109 is 1.96. while the t-count value in the table above is t-test = 0.882. It means that $t_{count} > t_{table}$, then H8 is rejected and Ho is rejected, thereby indicating that Hotel Response Efficacy does not affect the Intention to Stay of the hotel's guests.

4.3. Managerial Implications

The practical implications that the researcher analyzes in this study are:

1. Based on the descriptive statistics of Perceived Thereat, guests who have stayed in Greater Jakarta in this study perceive that Perceived Thereat, staying at a hotel during the COVID-19 pandemic can be dangerous for contracting COVID-19. To increase guest confidence in staying at the hotel, the hotel management must comply with the COVID-19 safety guidelines from the government, namely CHSE, and also ensure that hotel employees apply health protocols and are in a negative COVID-19.
2. Based on descriptive statistics of Customer Individual Response Efficacy, guests who have stayed in Jabodetabek in this study perceive that Customer Individual Response Efficacy is good, meaning that guests have implemented health protocols properly by wearing masks when outside the house, keeping a distance during the pandemic washing hands frequently, being honest in declaring about their health condition (if there is contact with people with symptoms of Covid 19, and participating in download applications recommended by the government. The hotel management must be consistent in running it and must always be up to date with the regulations from the local government regarding COVID-19.
3. Based on descriptive statistics of Hotel Response Efficacy, guests who have stayed in Jabodetabek in this study perceive that in terms of Hotel Response Efficacy, customers want hotel cleanliness and health protocols in hotels to be carried out properly by government recommendations by referring to the guidelines CHSE. Hotel management must have CHSE certification so that it can increase customer confidence for the intention to stay at the hotel during the COVID-19 pandemic.
4. Based on descriptive statistics of Intention to Stay, guests who have stayed in Jabodetabek in this study perceive that Intention to Stay, have plans, and are willing to stay at hotels during the COVID-19 pandemic. Therefore, hotel management must enforce strict health protocols that are applied to all employees, vendors, and customers. It can increase customer confidence to stay at hotels during the COVID-19 pandemic which can directly increase hotel revenue.

V. CONCLUSION

This study contributes to the literature by modeling the factors that predict customer intentions to stay at a hotel during a pandemic. The online survey was conducted from November 2021 to January 2022. Based on the initial data collection, a follow-up survey with a longitudinal approach to monitoring customer perceptions of hotel stays at different time points could help us gather a comprehensive understanding of hotel stay decision-making, both during and after the global pandemic.

In addition to choosing a hotel that complies with the COVID-19 health protocol guidelines, it is clear that customers want to ensure that hotel employees with potential contacts are COVID-19-negative. To maintain employee health and prevent infection, hotel facilities must implement the COVID-19 health protocol guidelines among their employees. Such information needs to be processed and communicated to customers to alleviate customer concerns. Hotels should do this by communicating their efforts to potential customers via email, company web, social media platforms, and customers participating in loyalty programs. This can motivate customers to book hotel rooms together. There is no doubt that the disastrous consequences of this pandemic have raised expectations for health and safety among hotel guests. The hotel should focus on cleanliness and safety.

In the future, lessons from the pandemic should encourage hotels to introduce new innovations, including new architectural and design features that protect the health of customers and employees. In addition, this study found that the greater public confidence and trust in the government's ability to protect them from COVID-19 and the more they trust others to comply with the COVID-19 health protocol guidelines provided by health authorities, the more likely they will overcome the perceived threat and booking hotel stays during the pandemic.

Future research could also collect data from customers in different regions to see if there are any differences regarding their hotel stay decision-making process during the pandemic. Other variables, such as hotel marketing and promotion strategies in the face of a pandemic, may have an impact on the decision-making period to stay at a hotel and these variables are all worth exploring.

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