

**The Influence of Health Protocols (CHSE) on Tourists'
Motivation toward Visiting Decision in Floating Market Lembang**

FINAL PAPER

A Research Project in Partial Fulfillment of the Requirements for the Bachelor of
Tourism



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STUDY OF TOURISM DESTINATION
BANDUNG INSTITUTE OF TOURISM

2021

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Declares,

1. This thesis is titled The Influence of Health Protocols (CHSE) on Tourists' Motivation toward Visiting Decision in Floating Market Lembang.
2. This thesis is truly my own work based on the research I have conducted. This is not a work of plagiarism, quotation and work of others.
3. There is no assistance from other parties except the guidance from the supervisors. This thesis does not contain works of other people that have been published unless written as the references in the bibliography including the name of the authors.
4. This statement letter is written as true. If any faulty found out in this thesis or there is a claim of its originality, the writer is willing to take academic sanction from Bandung Institute of Tourism.
5. This statement letter is written for suitable purposes.

Bandung, October 2021



Adzmi Fillah Dianariesla G.S.

ACKNOWLEDGEMENT

I would like to express my gratitude to the following people for their valuable contribution, support, guidance on my journey in conducting this research. Therefore, this research can be done right in expected time.

1. Mr. Andar Danova L Goeltom., S.Sos., MS, as the Acting Head of Bandung Institute of Tourism;
2. Mr. Andar Danova L. Goeltom, S.Sos., M.Sc, as the the Head Division of Academic and Student Affairs;
3. Mr. Raden Wisnu Rahtomo, S.Sos., MM., as the Head of Tourism Department as well as the Supervisor II;
4. Mrs. Endah Trihayuningtyas, S.Sos.,M.M.Par., as the Head of Tourism Destination Study Program;
5. Mrs. Dr. Beta Budi Setyorini, M.Sc., as the Supervisor I for her invaluable advice and constant support;
6. Mrs. Melani, Head of Marketing at Floating Market Lembang;
7. My beloved family, thank you mom, dad, Dika and Muti for your unwavering support.
8. SDP Class of 2017, dear friends here's to our success and future endeavour thank you for the unending support, you made this past four years special.

Consequent to the awareness of this research still lacking in so many aspects, therefore criticisms and advice are truly needed to enrich the final paper.

Bandung, August 2021

Writer

ABSTRACT

Ten days after President of Indonesia announced the first COVID-19 case, WHO declared that COVID-19 is a global pandemic. Ever since then, the virus has spread rapidly and caused numerous deaths and terrible economic impacts. According to UNWTO, tourism is one of the most affective sectors, due to worldwide restrictions to travel and close boarder. In Indonesia alone, the pandemic decreases around Rp 85 trillion of Indonesia's tourism revenue by 2020. Based on many reports a lot of hotel and food businesses were shut down and many workers were impacted. In attempt to recover the condition Ministry of Tourism and Creative Economy implemented a program called CHSE certification to ensure tourist's safe travel. Floating Market Lembang is one of certified CHSE destinations in Bandung. The subject of this study is the visitors of Floating Market Lembang, who visited the destination around December 2020 – June 2021.

This study aimed to see the impact of CHSE certification in Floating Market Lembang on tourist's visiting decision. As destination attributes play a big role in tourist's visiting decision, this will be seen through tourist motivation, push and pull factors. Quantitative methods used to generate tourist's opinions upon the matter then will be analyze using regression analysis. The result of this study shows that push factors alone have no influence on tourists' motivation, pull factors, on the other hand have influence on tourist's motivation. At the same time, both push and pull factors have influence to visit Floating Marker Lembang under CHSE circumstances.

Keywords: Health protocols (CHSE), tourist motivation, Floating Market Lembang

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