HOW DO PERSONALITY TRAITS INFLUENCE THE BEHAVIORAL INTENTIONS OF GEN-Z TOURISTS?

KAKO OSOBINE LIČNOSTI UTJEČU NA NAMJERE PONAŠANJA TURISTA GENERACIJE Z?

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Abstract

Purpose – This paper examined the influence of tourists' personality traits, the perception of tourist destinations, and attitudes toward a destination on the behavioral intention of members of Generation Z in Indonesia during the COVID-19 pandemic.

Design/Methodology/Approach – A total of 682 responses were collected through an online survey using the convenience sampling method. After removing the input from respondents who did not meet the criteria and outliers, 619 responses were analyzed. Furthermore, six hypotheses were tested using structural equation modeling.

Findings and Implications – The results affirm that personality traits influence the perception of tourist destinations and attitudes toward a destination. This perception significantly affects attitude and behavioral intention. Likewise, attitude toward a destination determines behavioral intention considerably.

Limitations – Respondents were selected using the non-probability sampling method, so the findings are not representative of the entire tourist population worldwide. Therefore, the generalizability of the conclusions is likely limited.

Originality – This research study contributes to expanding the existing knowledge about how personality

Sažetak

Svrha – Ovim se radom ispitao utjecaj osobina ličnosti turista, percepcije turističkih destinacija i stavova prema turističkoj destinaciji na namjere ponašanja pripadnika Generacije Z u Indoneziji tijekom pandemije COVID-19.

Metodološki pristup – Prikupljena su ukupno 682 odgovora putem internetske ankete, korištenjem prigodnog uzorkovanja. Nakon uklanjanja podataka ispitanika koji nisu zadovoljili kriterije i outliera, analizirano je 619 odgovora. Nadalje, šest hipoteza testirano je modeliranjem strukturnih jednadžbi.

Rezultati i implikacije – Rezultati potvrđuju da osobine ličnosti dokazano utječu na percepciju turističkih destinacija i stavove prema njima. Ta percepcija značajno utječe na stav i namjeru ponašanja. Isto tako, stav prema destinaciji značajno određuje namjeru ponašanja.

Ograničenja – Ispitanici su odabrani metodom uzorkovanja koja nije temeljena na vjerojatnosti pa nisu reprezentativni za cjelokupnu turističku populaciju diljem svijeta. Stoga je generalizacija zaključaka ograničena.

Doprinos – Istraživanje doprinosi proširenju postojećeg znanja o tome kako se osobine ličnosti, percepcija i stavovi kombiniraju za povećanje namjere ponašanja u slučaju turizma. To je korak u opisivanju i produbljivanju proučavanja osobina ličnosti i njihovih ishoda u kontekstu zemalja u razvoju. Očekuje se da će rezultati pomoći

traits, perception, and attitude are combined to increase behavioral intention in the case of tourism. It is a step in describing and deepening the examination of personality traits and their outcomes in the context of emerging countries. The findings are expected to help confirm the importance of using market segmentation as a marketing strategy and shape travel advertisements that focus on personality traits as well as the attitudes and behaviors that are relevant to personality traits.

Keywords – personality traits, perception, attitude, behavioral intention, generation Z

potvrditi važnost korištenja segmentacije tržišta kao marketinške strategije i odrediti turističke oglase koji se fokusiraju na osobine ličnosti, kao i na stavove i ponašanja koji su relevantni za osobine ličnosti.

Ključne riječi – osobine ličnosti, percepcija, stav, namjera ponašanja, generacija Z

1. INTRODUCTION

In recent decades, many research studies have concentrated on the impact of a customer's character on the decisions they make. Marketers, in particular, must recognize changes and mental reasoning in consumer conduct, particularly among youthful consumers. Understanding a consumer's personality can help marketers learn how to change the minds of those who oppose a brand (Paul, Gupta & Tyagi, 2021). Various personality characteristics can influence judgment; namely, personality is one of the most critical factors affecting behavior (Wehrli, 2008). Personality traits involve generalized reaction measures or the rule of cognitions, consequences, and methods that arises when situations facilitate their application (Triandis, 2001). The Big Five model is one of the most widely recognized personality models (Devaraj, Easley & Crant, 2008), with five essential emotional constructs: openness to experience, extraversion, neuroticism, conscientiousness, and agreeableness (Costa & McCrea, 1992). This model, considered to be one of the most popular models, is used in tourism-related studies (Mouakket, 2018).

Few studies in the literature to date have investigated the manner in which personality can affect the perceptions of tourist destinations and behavioral intentions. Moreover, perceptions from the tourist perspective have not examined (Lee, Tsai & Chang, 2021; Sánchez-Fernández, Iniesta-Bonillo & Cervera-Taulet, 2019). Namely, the literature has focused on perceptions from a manager's point of view (Lee et al., 2021; Garay, Font & Corrons, 2019) or those from the citizens' perspective (Lee & Jan, 2019; Lee et al., 2021). In the tourism literature, perceptions of tourism among residents overlap with issues such as residents' attitudes (Martín, de los Salmones Sánchez & Herrero, 2018). To address this problem, a framework has been developed to clarify the association between personality, perceptions, attitudes, and intentions to visit a tourist destination. This investigation has four objectives: 1) to verify the effect of personali-ty traits, perceptions, and attitudes on the behavioral intentions of tourists; 2) to verify the impact of personality traits on the perception of tourist destinations; 3) to verify the effect of personality traits and perceptions on attitudes toward destinations; and 4) to generate a tourist destination model. The model was designed by combining two acknowledged models in the fields of management and psychology: the theory of planned behavior and the Big Five model of personality traits.

More specifically, this study focuses on five dimensions of personality traits (i.e., emotional stability, openness to experience, agreeableness, extraversion, and conscientiousness) among young consumers (Gen-Z), as this area presents challenges for many companies. Youthful consumers consider themselves to differ from their parents in terms of their expectations, buying habits, personality traits, and decisions (Ameen, Hosany & Tarhini, 2021). Prior findings highlight the behavior of young consumers in their 20s as worth investigating due to changes in business that are likely to occur as a result of their instrumental influence, particularly on luxury brands (Boisvert & Ashill, 2018). This study contributes to expanding the extant knowledge about how personality traits, perceptions, and attitudes are combined to increase behavioral intention in the case of tourism. It is a step forward in describing and deepening the exploration of personality traits and their outcomes in the context of emerging countries. As such, this paper provides marketers with valuable insight into the perceptions and attitudes of young tourists.

The paper begins with an introduction, followed by a literature review and the conceptual framework, which discusses the four concepts analyzed. The conceptual framework outlines the relationship between the concepts, which supports the postulation of six hypotheses. The section on research methodology describes the process of data collection, measurement, and the validity and reliability tests. The findings from the analysis are described in the results section and discussed in greater depth in the

discussion section. Lastly, the paper ends with the conclusions reached and provides suggestions for future research.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1. Personality Traits and Perception

Personality refers to an assortment of ways of thinking, feeling, conducting, and interrelating that can stimulate individual conduct (Bornstein, 2019; Ojedokun, 2018). Personality represents "the stable, consistent, and distinctive set of mental and emotional characteristics of an individual" (Wang, Jackson, Zhang & Su, 2012). Jani (2011) defines it as a unique and stable practice of thinking, feeling, and behaving that portrays the adaptation of each individual to their circumstances. In 1986, McCrae revealed the Big Five model of personality traits (Lin, 2010), which includes openness to experience, conscientiousness, agreeableness, extraversion, and neuroticism. Furthermore, Schiffman and Kanuk (2000) define perception as the process by which consumers can recognize, arrange, and analyze information in an obvious and meaningful image. Perception is personal and based on experience with others (Ibrahim, Halim & Hassan, 2021). Specifically, tourists create their perceptions based on intrinsic and extrinsic motivation (Baloglu, 1997). They adjust their trip schedules based on their perception of a destination, primarily on the level of perceived risk (Sonmez, Apostolopoulos & Tarlow, 1999). Tourists may have different judgments of risk perception before, during, and after their visit, as their perceptions of risk evolve as they gain hands-on experience with the destination (Jonas & Mansfeld, 2017). Valuable experiences further increase good perceptions of tourist destinations (Ibrahim et al., 2021).

2.2. Attitude and Behavioral Intention

Eagly and Chaiken (1993) define attitude as a mental direction that is expressed by assessing a respective object with some level of liking or disliking. It is a psychological circumstance that affects an individual in acting favorably or unfavorably toward an occasion or condition. Attitude is a favorable or unfavorable propensity, designed by learning and experience, to react consistently to an object, such as a product (Lam & Hsu, 2006). Ajzen and Fishbein (1980) suggest that attitudes refer to general feelings and thoughts toward entities as well as more specific approaches to problems. Attitudes are described using three components: cognitive (knowledge), affective (feeling), and conative (intentions) (Schahn & Holzer, 1990). In tourism, attitude is a propensity or feeling toward a destination (Moutinho, 1987). Behavioral intentions are an essential further area of study in the tourism industry (Prayag, Hosany & Odeh, 2013). Behavioral intentions suggest whether consumers will continue (beneficial behavior) or withdraw from (unfavorable behavior) relationships with their service provider (Zeithaml, Berry & Parasuraman, 1996). In their study of young customers, Dash, Kiefer, and Paul (2021) found that brand identity, brand image, and customer satisfaction were significant factors in determining purchase intention. In tourism studies, the behavioral intentions of tourists are usually examined through the lens of consumers' willingness to visit and/or revisit a tourist destination (Kock, Josiassen & Assaf, 2016). According to Ekinci and Hosany (2006), behavioral intentions to return are not necessary for travel destinations, as travelers often seek variety.

2.3. The Impact of Personality Traits on Perception and Attitude Toward a Tourist Destination

A destination's brand personality is manifested through the overall perception of the destination (Pereira, Correia & Schutz, 2015). Tourist

personality traits (extraversion, neuroticism, pleasure seeking, and relaxation) have been found to have a substantial effect on the perception of destination quality (Çelik & Dedeoğlu, 2019). Extraversion, agreeableness, and conscientiousness are related to risk perception (Wang, Xu, Zhang & Chen, 2016). In addition, openness to experience is correlated with the perception of the world (Chauvin, Hermand & Mullet, 2007). Furthermore, individuals with high agreeableness tend to select more secure resolutions or plans to lessen their uncomfortable emotions (Lauriola & Levin, 2001). Personal distinctions such as the desire for control and tolerance for uncertainty can be critical in anticipating risk perception (Myers, Henderson-King & Henderson-King, 1997). In addition, destination personality has a clear and substantial influence on attitudes toward destinations (Souiden, Ladhari & Chiadmi, 2017). Friendliness and openness to experience, specifically, are crucial when it comes to citizens' attitudes toward tourism expansion (Moghavvemi, Woosnam, Paramanathan, Musa & Hamzah, 2017). Ong and Musa (2012) asserted that the nature of openness to experience affects attitudes tourist attractions. Furthermore, scholars have established the favorable and substantial influence of retailers' personality on consumers' attitudes toward them. Lombart and Louis (2012) remarked on the effect that the traits of understanding and originality have on consumers' attitudes toward stores. In addition, a study by Merrilees, Miller, and Herington (2009) showed the impact of brand personality on city brand attitudes. Lee and Kang (2013) gave an understanding of the function of brand personality in mediating the connection between brand relationships and brand attitudes. In light of this, we posit the following:

H1. Personality traits influence the perception of a tourist destination during the COVID-19 pandemic.

H2. Personality traits influence attitudes toward a tourist destination during the COVID-19 pandemic.

2.4. The Impact of Personality Traits on Behavioral Intention

Personality has recently emerged as a critical dimension affecting behavior (Wehrli, 2008). Researchers have foundd that consumers' personality influences their buying behavior (Paul et al., 2021) and is related to purchase intention (Sharma, 2008). According to Badgaiyan and Verma (2014), one can influence a customer's buying behavior only if they can relate the product to the personalities of several influential people. When trying to determine the purchasing habits and intentions of a youthful customer, it is crucial to recognize their personality traits (Cervone, 2005). The effect of personality on behavioral intention could be partially described by the information adoption model (Tapanainen, Dao & Nguyen, 2021). Personality traits also influence intention to adopt new products (McLeay, Olya, Liu, Jayawardhena & Dennis, 2022). Hence, in accordance with previous research, this paper proposes the following hypothesis:

H3. Personality influences the intention to visit a tourist destination during the COVID-19 pandemic.

2.5. The Impact of Tourist Destination Perception on Attitude Toward Destination

Tourists' decision-making related to product-purchasing activities is influenced by their perception of risk (Fuchs & Reichel, 2006). Chua, Kueh, Yong, Yau, and Liwan (2020) empirically explained the crucial role of risk impact on tourist attitudes during the spread of COVID-19. Tourist satisfaction, perceived service quality (SERVQUAL), perceived value, and destination image directly influence attitudes toward destinations (Hasan, Abdullah, Lew & Islam, 2020). Additionally, Shahijan, Rezaei, Preece, and Ismail (2015) found a significant relationship between the perceptions of hospital service quality and positive attitudes of international medical travelers. In addition, customers' service quality perceptions of green hotels were found to be highly associated with their attitudes (Pan & Truong, 2018). In contrast, the overall service

quality and satisfaction with a destination accelerate attitude construction in tourists (Hasan, Ismail & Islam, 2017). Therefore, we propose the following hypothesis:

H4. Perception of a tourist destination influences attitude toward that destination during the COVID-19 pandemic.

2.6. The Impact of Perception and Attitude Toward Destination on Behavioral Intention

Studies of destination perception and behavioral intentions have concentrated on visitor satisfaction and service quality (SERVQUAL) (Huh, Uysal & McCleary, 2006). The intention to visit a destination is influenced by satisfaction, SERVQUAL, and perception. For instance, perceptions, as well as perceptions of SERVQUAL, and satisfaction were found to affect the visit intention of edu-tourists (Rahman, Hassan, Osman-Gani, Abdel Fattah & Anwar, 2017). Tourists' perception of SERVQUAL plays a primary role in determining client behavior (Bigne, Sanchez & Sanchez, 2001). In addition, empirical results indicate that perceived destination image affects revisit intentions (Hasan, Abdullah, Lew & Islam, 2018). Also, perceived behavioral control, perceived value, and destination image positively affect revisit intention (Abbasi, Kumaravelu, Goh & Dara Singh, 2021). Moreover, when it comes to edu-tourists, there is a meaningful and favorable relationship between perception and purchase intention (Rahman et al., 2017). Rahman, Zaman, Hassan, and Wei (2018) found a notable relationship between travelers' perceptions and their intentions to buy local food. In the tourism context, a number of research studies have demonstrated the relationship between attitudes toward tourist destinations and behavioral intentions to visit those destinations (e.g., Huang & Hsu, 2009; Phillips, Asperin & Wolfe, 2013). Namely, numerous studies reinforce the association between tourists' behavioral intentions and attitudes (e.g., Lee, Lee & Lee, 2005). Prior research on attitudes in tourism has tended to focus on the relationship between attitudes and tourist purchase intentions (Rasty, Chou & Feiz, 2013). In a study of Beijing tourists in Hong Kong, Huang et al. (2009) identified the crucial impact of attitude on intention. Similarly, Phillips et al. (2013) proved the critical role of the attitude toward consuming Korean cuisine on the intention to visit Korea and trying Korean cuisine. This finding is similar to that by Ryu and Han (2010) concerning New Orleans. Turning to a different context, post-virtual-reality attitudes toward destinations have a positive effect on intentions to visit those destinations (Tussyadiah, Wang, Jung & Dieck, 2018). Therefore, we propose the following hypotheses:

H5. Perception of a tourist destination influences the intention to visit that destination during the COVID-19 pandemic.

H6. Attitude toward a tourist destination influences the intention to visit that destination during the COVID-19 pandemic.

The conceptual framework (see Figure 1) includes five constructs for personality traits and shows the relationship between those traits and tourist destination perceptions, attitudes toward destinations, and behavioral intentions.

FIGURE 1: Conceptual model
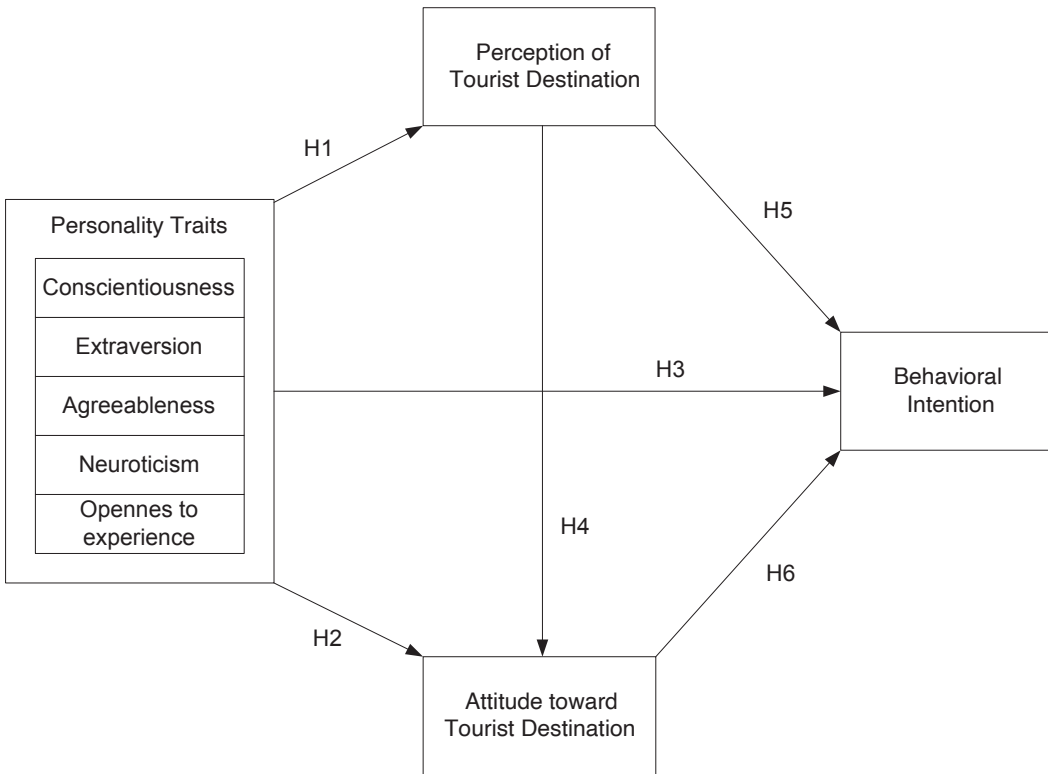
3. RESEARCH METHOD

3.1. Data Collection and Sampling Technique

Sample data was collected through an online survey. Prior to this, an initial survey was taken in person and online to ensure that the respondents understood the research instrument. Finally, data was collected from 682 respondents using the convenience sampling method. However, after removing the missing data and outliers, the data analysis covered a total of 619 respondents. The sample included university students at Indonesian universities who had visited tourist attractions in Indonesia in the previous six months. University students present a good choice as sample respondents because many of them visit tourist attractions at least twice a year.

Most respondents in the sample are male (53.15%). On average, the majority of respondents visit tourist destinations twice a year (40.55%). Generally, these individuals have a desire to visit the province of Bali (19.06%) and Papua (12.60%) as tourist destinations. The Bali Province offers a number of interesting tourist destinations, such as Kuta Beach, Nusa Dua Beach, Ubud, Pandawa Beach, Denpasar, Uluwatu, Bedugul Lake, Dreamland Beach, Karma Kandara, Seminyak Beach, Suluban Beach, Bali Zoo, Blue Ocean Bali, Blue Point Beach, Kintamani, Nusa Penida Beach, Tanjung Benoa Turtle Island, Tanah Lot, and Tulamben (see Tables 1 and 2). Convenience sampling was carried out by considering the geographical location of the water catchment area (e.g., Banten, the Special Capital Region of Jakarta, and the Province of West Java). Those locations were chosen as they

exist within the domain of a single urban cluster. In addition, the island of Java, especially the capital city area, is the biggest cluster with the highest concentration of universities in Indonesia.

3.2. Measurements

The survey instruments were designed based on the theory of planned behavior and the Big Five model of personality traits. They were intended to measure and assign a number to the constructs examined, namely personality traits, perception, attitude, and behavioral intention. As established by Cooper and Schindler (2012), measurement in research includes giving numbers to empirical events, objects or properties, or activities in line with established rules. All instruments in this study were adapted and modified versions of instruments used in previous studies. The instrument design included 27 indicators. Standard coded indicators were developed to ensure appropriate participation. As explained in the conceptual framework, the Big Five personality traits were measured using items for each construct from Gosling, Rentfrow, and Swann (2003), namely extraversion (4 items; ext1-extraverted, ext2-enthusiastic, ext3-reserved, ext4-quiet), agreeableness (2 items; agr1-sympathetic, agr2-warm), conscientiousness (3 items; con1-self-disciplined, con2-disorganized, con3-careless), emotional stability (Neuroticism) (3 items; emo1-easily upset, emo2-calm, emo3-emotionally stable), and openness to experience (2 items; ope1-open to new experiences, ope2-creative). Perception consisted of one item (per-overall perception)

(Marín-Monroy, Hernández-Trejo, Ojeda-Ruiz de la Peña, Romero-Vadillo & Ivanova-Boncheva, 2021) and attitude consisted of five items (att1-good to visit, att2-good idea, att3-wise idea, att4-positive evaluation, att5-like the idea) (Taylor & Todd, 1995). Finally, behavioral intention consisted of seven items (int1-interested in visiting, int2-intend to visit, int3-something I will do, int4-chance of visiting, int5-hope to visit, int6-will visit, int7-desire to visit) (Taylor & Todd, 1995). The items were designed and selected by examining their suitability for the tourism industry. A seven-point Likert scale was utilized for all questions, with 1 meaning "strongly disagree" and 7 "strongly agree."

TABLE 1. Location of tourist destination

Province	Frequency	Percentage
Bali	118	19.06
Papua	78	12.60
West Nusa Tenggara	54	8.72
East Java	45	7.27
East Nusa Tenggara	43	6.95
Special Capital Region of Jakarta	37	5.98
West Java	30	4.85
North Sulawesi	30	4.85
Special Region of Yogyakarta	24	3.88
Bangka Belitung Islands	21	3.39
Central Java	20	3.23
Others	119	19.22

TABLE 2: Main tourist destinations in Indonesia

Province	Tourist destination
Bali	Kuta Beach, Nusa Dua Beach, Ubud, Pandawa Beach, Denpasar, Uluwatu, Bedugul Lake, Dreamland Beach, Karma Kandara, Seminyak Beach, Suluban Beach, Bali Zoo, Blue Ocean Bali, Blue Point Beach, Kintamani, Nusa Penida Beach, Tanjung Benoa Turtle Island, Tanah Lot, Tulamben
Papua	Raja Ampat, Sentani Lake, Jayawijaya Mountains, Saonek Monde
West Nusa Tenggara (e.g., Lombok, Sumbawa)	Gili Trawangan, Gili Meno, Gili Air, Rinjani Mountain, Lombok Beach, Pink Beach Lombok
East Java (e.g., Batu Malang, Trenggalek, Surabaya)	Bromo Mountain, Batu City (Jatim Park, Museum Angkut), Semeru Mountain, Ijen Mountain, Pasir Berbisik, Prigi Beach (Trenggalek), Ranu Kumbolo Lake
East Nusa Tenggara (e.g., Ende, Flores, Kupang)	Komodo Island (Komodo National Park), Labuan Bajo, Kelimutu Mountain/Lake, Padar Island, Flores, Mbaru Niang (Traditional Houses in Wae Rebo)
Special Capital Region of Jakarta	Ancol Dreamland (Sea World, Fantasy World), Kepulauan Seribu (Thousand Islands), National Monument, Pantai Indah Kapuk, Mall
West Java (e.g., Bandung, Bogor, Cirebon, Garut, Kuningan, Lembang, Pangandaran)	Mount Tangkuban Perahu, Bamboo Village, Lembang, Green Canyon, Mount Papandayan, Puncak, Taman Safari Indonesia, Bandung City, Bogor Botanical Garden, Cirebon Waterland Ade Irma Suryani, Japanese Cave (Bandung), Mount Cereme, Palutungan, Pangandaran Beach, Rumah Sosis
North Sulawesi (e.g., Manado)	Taman Bunaken, Bukit Doa Tomohon, Manado City, Taman Wisata, Puncak Rurukan Tomohon, Tomohon City, Tana Toraja Regency
Special Region of Yogyakarta	Borobudur Temple, Prambanan Temple, Kalibiru National Park, Bukit Rhema Chicken Church, Yogyakarta Palace, Mendut Temple, Pindul Cave, Mount Merapi, Punthuk Setumbu Hill, Yogyakarta City
Bangka Belitung Islands	Belitung Island, Bangka Island, Lengkuas Island, Aek Biru Muntok, Kaolin Lake, Beach/Resort
Central Java (e.g., Magelang, Purwokerto, Semarang)	Lawang Sewu, Borobudur Temple, Karimun Java Islands, Mount Merapi, Brown Canyon Semarang, Dieng Plateau, Mount Padang Site, Mount Slamet, Pine Forests

3.3. Validity and Reliability

Normality, validity, and reliability tests were carried out before analyzing the data and determining the outcomes. Kurtosis and skewness were reviewed within the theoretically established limits. Confirmatory factor analysis (CFA) was applied to test the construct validity as well as reliability. The CFA produced satisfactory scores. All Goodness-of-Fit measures (absolute, incremental, and parsimonious) also met the respective thresholds. Regarding the absolute fit measures, the results of the analysis showed satisfactory figures and the overall model fit. GFI was 0.921 and AGFI 0.900. Furthermore, RMSR and RMSEA values were 0.064 and 0.051, respectively. Regarding the incremental fit measures, the analysis resulted in a number above the threshold. The four measures were RFI at 0.914, CFI at 0.953, TLI at 0.945, and NFI at 0.926. Concerning the parsimonious fit measures, all indices exceeded the standard fit of 0.5 or higher and were considered satisfactory

(PGFI=0.727; PNFI=0.798; PCFI=0.953) (See Figure 2 and Table 4). According to Byrne (2010), correlation between item errors is possible under the requirement that related items are part of the same construct. This method is part of an effort to modify the index, in particular to improve the cmin/df and RMSEA scores, in order to achieve a good fit.

To assess the Goodness-of-Fit (GoF), the measurement model was rated according to Fornell and Larcker (2006) (See Table 3). The AVE score for all latent variables exceeded 0.5. Furthermore, the construct reliability for all dimensions was greater than 0.7, except for Openness to Experience. These values do not reflect validity issues in the measurement model. Furthermore, end-of-path analysis was examined to verify the model. We validated the constructs of perception, attitude, and behavioral intention and analyzed the association structure by examining the relationship between the five constructs of personality traits and their effect on perceptions, attitudes, and intentions. This was followed by an analysis of the effect of perceptions and attitudes on intentions (Figure 3). In accordance with the earlier CFA results for all constructs, a calculation was made for each dimension. Furthermore, the evaluation of discriminant validity was confirmed by comparing the AVE of each construct with the squared correlation coefficients found for the other constructs. Overall, the factor correlation matrix shows that the AVE of each construct is greater than the squared correlation coefficient between constructs (Fornell & Larcker, 1981), thus achieving discriminant validity.

TABLE 3: Valuation of the measurement model

Items	Mean	SD	λ
Extraversion (CA=0.717; CR=0.717; AVE=0.559)			
Extraverted (ext1)	5.191	1.260	0.710
Enthusiastic (ext2)	5.265	1.191	0.784
Agreeableness (CA=0.716; CR=0.720; AVE=0.563)			
Sympathetic (agr1)	5.426	1.022	0.775
Warm (agr2)	5.231	1.118	0.725
Conscientiousness (CA=0.821; CR=0.825; AVE=0.703)			
Disorganized (con2)	4.464	1.482	0.779
Careless (con3)	4.511	1.454	0.894
Emotional stability (CA=0.737; CR=0.767; AVE=0.631)			
Calm (emo2)	4.903	1.249	0.627
Emotionally stable (emo3)	4.922	1.249	0.932
Openness to experience (CA=0.662; CR=0.665; AVE=0.500)			
Open to new experiences (ope1)	5.480	1.107	0.751
Creative (ope2)	5.320	1.111	0.659
Perception			
Perception regarding tourist attraction/destination X (per)	5.765	0.970	
Attitude (CA=0.896; CR=0.890; AVE=0.618)			
In general, I think it is good to visit tourist attraction/destination X (att1)	5.562	0.980	0.775
Visiting tourist attraction/destination X is a good idea (att2)	5.652	1.016	0.809
Visiting tourist attraction/destination X is a wise idea (att3)	5.549	0.994	0.728
I give a positive evaluation of tourist attraction/destination X (att4)	5.547	0.999	0.787
I like the idea of visiting tourist attraction/destination X (att5)	5.734	0.992	0.829
Behavioral intention (CA=0.909; CR=0.906; AVE=0.579)			

| Items	Mean	SD	λ
When I am looking to vacation in a tourist destination, it interests me to visit X (int1)	5.620	0.977	0.745
I intend to visit X for vacation (int2)	5.718	0.983	0.748
Visiting X is something I will do (int3)	5.661	1.066	0.787
If I were to choose a tourist destination, the chances of me visiting X would be high (int4)	5.577	1.042	0.763
I hope to visit X in the future (int5)	5.815	1.015	0.793
I will visit X in the future when I want to (int6)	5.778	1.066	0.778
My desire to visit X is strong (int7)	5.712	1.089	0.709

FIGURE 2: Confirmatory factor analysis
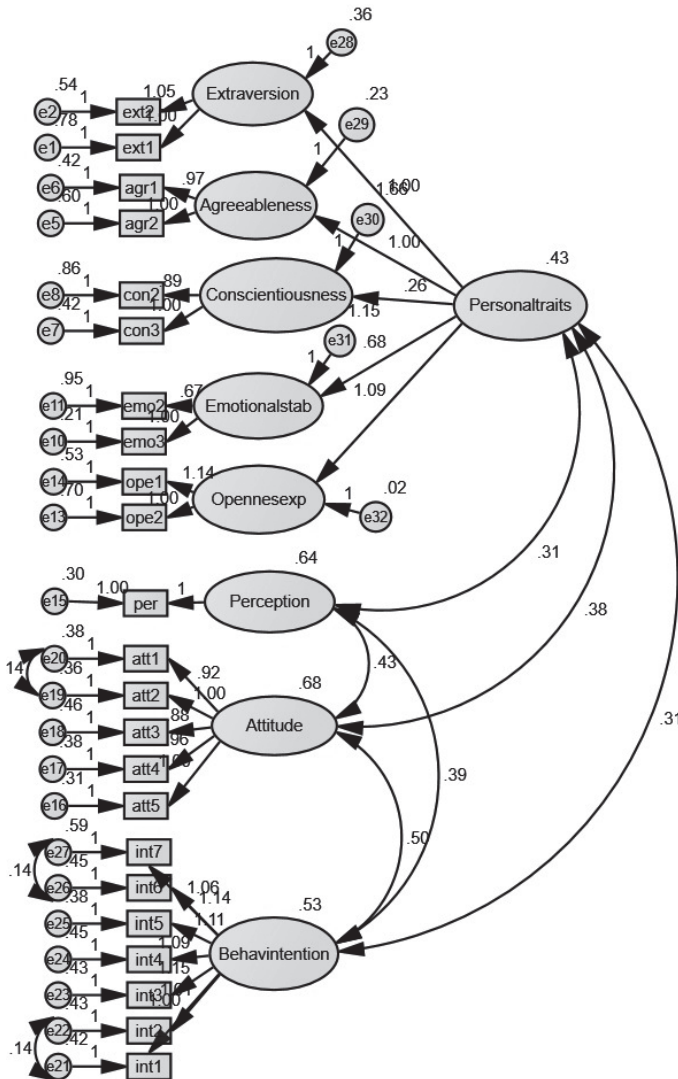
TABLE 4: Goodness-of-Fit measures for CFA

Measures	Criteria	Score
Absolute fit measures	CMIN/DF	2.614
	Goodness-of-fit index (GFI)	0.921
	Adjusted goodness-of-fit index (AGFI)	0.900
	Root mean square residual (RMSR)	0.064
	Root mean square error of approximation (RMSEA)	0.051
Incremental fit measures	Relative fit index (RFI)	0.914
	Tucker-Lewis index (TLI)	0.945
	Normed fit index (NFI)	0.926
	Comparative fit index (CFI)	0.953
Parsimonious fit measures	Parsimonious goodness-of-fit index (PGFI)	0.727
	Parsimonious normed fit index (PNFI)	0.798
	Parsimonious comparative fit index (PCFI)	0.953

4. RESULTS

In the first equation, perception is the dependent variable, and personality traits are the independent variable. In the second equation, attitude is the dependent variable, with personality traits and perceptions as independent variables. In the third and final equation, behavioral intention is the dependent variable, and personality traits, perceptions, and attitudes the independent variables. In short, a single path analysis was designed to describe the outcomes of this analysis in simple terms.

Before identifying the results of the Structural Equation Model (SEM), Goodness-of-Fit measures were analyzed to find a fitness model. GFI was 0.921, and AGFI 0.900. RMSR and RMSEA values were 0.064 and 0.051, respectively. Furthermore, the Comparative Fit Index (CFI) was found to be 0.953 the Tucker-Lewis Index (TLI) 0.945, and the Normed Fit Index (NFI) 0.926. All of these critical measures were above the specified threshold of previous leading studies (Shevlin & Miles, 1998).

The path analysis was carried out in three steps (see Figure 3 and Table 5). Step 1 examined the association between personality traits and perception. Personality traits ($\beta = 0.725$) proved to have a significant, positive relationship with

perception. Consequently, H1, suggesting that personality traits influence the perception of a tourist destination, is strongly supported. Step 2 examined the relationship between personality traits, perception, and attitude. Again, personality traits ($\beta = 0.626$) and perception ($\beta = 0.380$) were found to have a significant relationship with attitude toward a destination. H2, suggesting that personality traits influence one's attitude toward a destination, is therefore accepted. Likewise, H4, which indicates that the perception of a tourist destination influences attitude, is also supported.

Step 3 calculated the influence of personality traits, perceptions of tourist destinations, and attitudes toward destinations on behavioral intentions. Perception ($\beta = 0.175$) and attitude ($\beta = 0.601$) were found to have a significant relationship with behavioral intention. H5, indicating that the perception of a tourist destination influences behavioral intention, is supported. Similarly, H6 indicates that attitudes toward tourist destinations influence behavioral intention, so this hypothesis is also supported. However, H3 is rejected, as it states that personality traits affect behavioral intention. The SEM confirmed that personality traits affect behavioral intention only indirectly because of the mediation of perception of tourist destinations and attitude toward tourist

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destinations (p < 0.01). As a mediator variable, the perception of tourist destinations comprises one observed variable. On the other hand, attitude toward tourist destinations comprises five observed variables. Table 5 presents a summary of the hypothesis results for the structural model.

TABLE 5: Standardized regression weights

Hypothesis	Hypothesized relationships			Estimate	C.R.	p
H1	Personality Traits	→	Perception	0.725	9.218	***
H2	Personality Traits	→	Attitude	0.626	7.614	***
H3	Personality Traits	→	Behavioral Intention	0.054	0.908	0.364
H4	Perception	→	Attitude	0.380	6.461	***
H5	Perception	→	Behavioral Intention	0.175	3.633	***
H6	Attitude	→	Behavioral Intention	0.601	10.713	***

*** ≤0.01

FIGURE 3: Three-stage path analysis
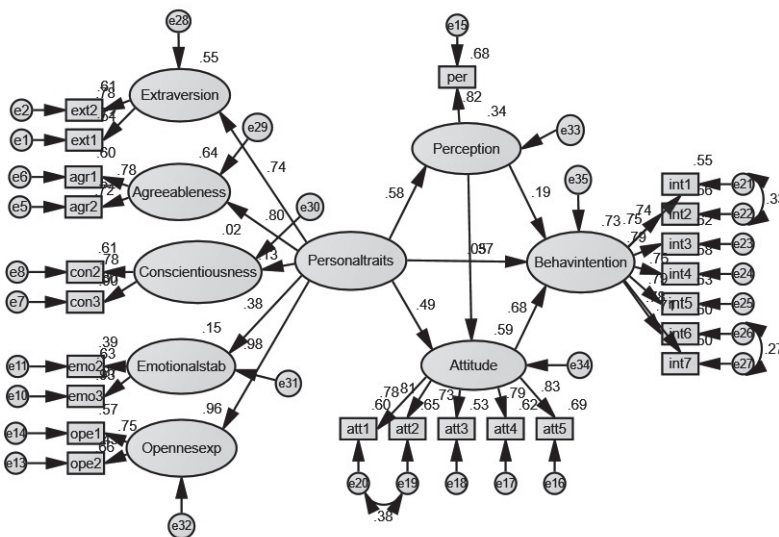
5. DISCUSSION

This paper aimed to assess the relationship between four dimensions: personality traits, perception of tourist destinations, attitude toward tourist destinations, and behavioral intention. This study is critical because few previous studies have examined such model integration. Likewise, the participants of this research (young customers) as well as its context (Indonesian tourism sector) are attractive and unique. A tourist destination model among young consumers (Gen-Z) was designed by combining two acknowledged models in the fields of management and psychology: the theory of planned behavior and the Big Five model of personality traits.

Consistent with the predicted relationship, personality traits were found to be strong dimensions that influence perceptions of tourist destinations and attitudes toward those destinations. The result is compatible with previous

studies that reported an identical association (Çelik & Dedeoğlu, 2019; Souiden et al., 2017). In particular, openness to experience was found to have a significant influence on the perception of tourist destinations and attitude toward those destinations. This is in accordance with previous research (e.g., Chauvin et al., 2007; Moghavvemi et al., 2017; Ong & Musa, 2012). In addition, emotional stability also proved to affect attitude toward a destination negatively. In line with the predicted relationships, perceptions of tourist destinations and attitudes toward those destinations were also found to be solid determinants influencing behavioral intention. This finding is consistent with earlier studies that reported a similar association (Huh et al., 2006; Bigne et al., 2001; Hasan et al., 2018; Abbasi et al., 2021).

Interestingly, the finding regarding the interaction between personality traits and behavioral intention is not consistent with earlier studies in the literature (e.g., Sharma, 2008; Tapanainen et al., 2021). Namely, the results obtained confirm that personality traits do not significantly predict behavioral intention. Although the previous literature has proposed associations between personality traits and behavioral intentions, the findings contradict previous research. Still, this study found conscientiousness to be the only personality trait dimension that influences behavioral intention. This outcome is consistent with the finding of Mouakket (2018). In summary, personality traits affect behavioral intention indirectly through the perception of tourist destinations and attitude toward a destination. This confirms the important role of perception and attitude dimensions as mediating variables in explaining the indirect effect of personality traits on behavioral intention.

Various factors have contributed to this unpredictable finding. First, the research participants are youthful customers with unique purchasing patterns (See Dash et al., 2021). Second, the research focused on emerging markets, while previous studies were usually conducted with respect to high-end segments and under distinct circumstances. The uniqueness of the context and sample could have resulted in varied findings. Third, the lack of impact of personality traits on behavioral intention could be related to age, consumer experience, and the complexity of the local culture of the area where the data was collected (Indonesia). This study requires further, more diverse investigation, both demographically and geographically, to expand its applicability. In addition, the nature and maturity of the tourism industry in Indonesia is thought to be the reason for the differences between the findings of this study and previous research. If the maturity of the Indonesian tourism industry is not to the liking of customers, the impact on tourist destination perceptions, attitudes toward destinations, and behavioral intentions may decrease.

6. CONCLUSIONS AND FUTURE RESEARCH

6.1. Conclusions

This study has generated a tourist destination model among young consumers (Gen-Z) by combining two acknowledged models in the fields of management and psychology: the theory of planned behavior and the Big Five model of personality traits. In doing so, it provides marketers with valuable insight into the perceptions and attitudes of young tourists. This study expands on previous research by assessing the relationship between the dimensions of personality traits (McCrae & Costa, 1987) and theories of planned behavior (Ajzen, 1985). Specifically, it examines the relationship between personality traits, perceptions of tourist destinations, attitudes toward tourist destinations, and behavioral intentions. The literature review presented in the paper provides the basis for hypothesis development and the new model.

The results obtained indicate a significant effect of personality traits on both the perception of tourist destinations and attitude toward a destination. In particular, openness to experience was found to have a significant influence on the

perception of a tourist destination and on one's attitude toward the destination. Emotional stability was also proved to have a negative effect on visitors' attitude toward a destination. Furthermore, the perception of a tourist destination and attitude toward that destination were found to be solid constructs influencing behavioral intention. However, in contrast to previous findings, personality traits were not found to be significant predictors of behavioral intention. Nevertheless, this study found conscientiousness to be the only personality trait dimension to influence behavioral intention. In summary, personality traits affect behavioral intention indirectly through the perception of tourist destinations and attitude toward a destination. This confirms the important role of perception and attitude dimensions as mediating variables in explaining the indirect effect of personality traits on behavioral intention. Basically, marketers have concentrated on personality-based promotion to create the perception of a tourist destination and attitude toward a destination. However, they should use a strategy in which promotion and marketing are carried out with due regard to personality (Paul et al., 2021).

Finally, due to our limitations in obtaining a sample frame of tourists in Indonesia, the findings of this study cannot be generalized at the population level. The sample included university students who had visited tourist attractions in Indonesia in the previous six months. While there have been studies investigating the validity of university students as a sample population (Flere & Lavirc, 2008), it is widely believed that university students do not fully represent the population as a whole. Thus, it is possible that, if this study had been conducted on a different sample, it might have yielded different results. Future research can use a random sample so that the findings can be generalized at the population level. Moreover, there is also a possibility of common method bias (Podsakoff, MacKenzie & Lee, 2003) in this study since endogenous and exogenous variables were measured with the same respondent at the same time.

6.2. Future Research

The contribution of this study consists in filling theoretical and practical gaps with regard to Indonesian tourist behavior and increasing insight into marketing strategies in a dynamic and complex tourism service ecosystem. This paper also emphasizes the importance of further planning the web-based marketing communication strategy, particularly in emerging markets (Wibowo, 2021). Subsequent research should explore customer service from different perspectives, such as service-dominant logic (Wibowo, Sumarwan, Suharjo & Simanjuntak, 2021), operant resources, and institutions (Hastari, Adela, Alkhair & Wibowo, 2020; Scarlett, Reksoprawiro, Amelia & Wibowo, 2021), as well as the sharing economy (Wibowo, Sumarwan, Suharjo & Simanjuntak, 2022).

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