



**THE PUSH AND PULL FACTORS OF  
INDONESIAN TOURISTS' DECISION TO TRAVEL ABROAD AFTER  
THE COVID-19 PANDEMIC**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain**

**Sarjana Administrasi Bisnis (S.A.B.)**

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**CIKARANG**

**FEBRUARY, 2023**

# PLAGIARISM REPORT

## The Push & Pull Factors of Indonesian Tourists' Decision to Travel Abroad After The COVID-19 Pandemic

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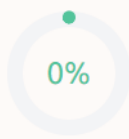
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THE PUSH AND PULL FACTORS OF INDONESIAN TOURISTS' DECISION TO TRAVEL  
ABROAD AFTER THE COVID-19 PANDEMIC



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THE PUSH AND PULL FACTORS OF INDONESIAN TOURISTS' DECISION TO TRAVEL ABROAD AFTER THE COVID-19 PANDEMIC By: BTARI AVISHA RATNAKANYA 015202000074 A Thesis Presented to The School of Business President University in Partial of the Requirements for Bachelor Degree in Business Administration 2023 i PANEL OF EXAMINERS APPROVAL SHEET The Panel of Examiners declare that the thesis entitled "The Push and Pull Factors of Indonesian Tourists' Decision To Travel Abroad After The COVID-19 Pandemic" submitted by Btari Avisha Ratnakanya majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the

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## ABSTRACT

**Purpose** - This research aims to determine the factors behind Indonesian tourist decision to travel abroad after the COVID-19 Pandemic based the push and pull factors theories that are wanting to escape from daily routines, developing knowledge, wanting to have fun, easy access of the country, attractions and destinations of the country, and convenience of the country using a quantitative approach.

**Design/Method** – This research design is quantitative research using primary data collected through an online questionnaire. The population are Indonesian tourists that wanted to and have travelled abroad after the COVID-19 Pandemic. The number of samples collected were 70 chosen by a snowball sampling technique. The data were analysed using SEM-PLS.

**Findings** – Out of all the push and pull factors analysed in this research, only attractions and destinations significantly influence the intention and decision to travel abroad after the pandemic for Indonesian tourists. Moreover, intention to travel significantly influences the decision to travel abroad. Escape from daily routines, developing knowledge, wanting to have fun, easy access of the country, and convenience do not influence the intention and decision to travel abroad.

**Originality** – This study goes through the factors that influence Indonesian tourists' decision to travel abroad after the pandemic which has not been studied previously.

**Keywords** – Push Factors, Pull Factors, Intention to Travel Abroad, Decision to Travel Abroad, Indonesians Traveling Abroa