



Analysis of Public Perspective on Oil Fuel Prices Increase and Factors Affecting Intention to Visit Tourist Destination. Case Study: Ciletuh-Palabuhanratu UNESCO Global Geopark

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ABSTRACT: Tourism is a phenomenon with a growing sector in many nations, including Indonesia. In 2022, Indonesia experienced a considerable increase in the price of oil fuel (BBM). The rise in oil fuel prices might impact people's intentions to visit Indonesian tourist destinations. Ciletuh-Palabuhanratu UNESCO Global Geopark (CPUGGp) is one of Sukabumi, West Java, Indonesia's natural tourism spots. Its location, which is quite far from larger towns such as Bandung and Jakarta, may be a factor in people visiting in this situation. The purpose of this study is to examine the public various perspectives or points of view on the 2022 oil fuel prices increase in Indonesia, as well as the impact on everyday life and intention to visit tourist destination. This study employs 7Ps analysis, PESTLE, Porter's Five Forces, and qualitative and quantitative customer analysis. Interviews with respondents were done as part of the qualitative research. In quantitative research, questionnaire was distributed with the requirement that respondents be Bandung City residents between the ages of 20 and 40. The variables included in the questionnaire are based on Theory of Planned Behavior (TPB) by Ajzen, which are Attitude, Perceived Behavioral Control, and Subjective Norms. The questionnaire data were then processed using the SmartPLS 3.2.9 program. According to the findings of this study, attitudes and perceived behavioral control have a positive and statistically significant effect on the intention to visit CPUGGp.

KEYWORDS: Attitude, Ciletuh-Palabuhanratu UNESCO Global Geopark, Intention to Visit, Oil Fuel Price, Perceived Behavioral Control, Subjective Norm, Theory of Planned Behavior.

INTRODUCTION

Tourism has grown significantly in the last few decades, becoming an important socioeconomic phenomenon of the twenty-first century. The tourism industry has been growing rapidly in the recent decade, which will benefit the nation where the destination is located by generating foreign exchange, adding to government revenues, and creating business opportunities (Dr. M. Agus Cholik, 2017). Maslow (1943) stated in the hierarchy of needs, human being acts to fulfill unsatisfied needs, from the primary one at the bottom and the highest one at the top. Based on this theory, tourism belongs to higher level needs, self-actualization (McLeod, 2007). Tourism cannot be separated from visitors as one of the stakeholders in it. The motivation from within every human being will be an important driving force for visitors to visit tourist attractions. Furthermore, tourist behavior is one of the aspects that will impact how someone will get at the stage of visiting a tourist destination. Indonesia is a global tourist destination with several tourist destinations. According to BPS statistics, domestic tourist travels in Indonesia in 2020 and 2021 decreased because to the Covid-19 pandemic.

Indonesia also experienced an increase in fuel prices in 2022, and its peak was in the range from April to September 2022. In April 2022, the government raised the price of Pertamina non-subsidized fuel, and in September 2022 the price of Peralite subsidized fuel increased significantly by about 30 per cent (Indriani, 2022). The increase in the price of fuel oil in Indonesia clearly has an impact on the people who use it. For many years, fuel costs have been a sensitive and controversial issue in Indonesia. Fuel prices increase typically have a direct influence on the people of Indonesia, affecting transportation costs, daily necessities, and public services. The increase in oil fuel prices also has a significant impact on the tourism and creative economy sector in Indonesia considering that human mobility is the main indicator of tourism. Minister of Tourism and Creative Economy, Sandiaga Uno, explained that the increase in fuel prices will lead to potential price increases in the tourism industry and its supporters such as transportation, accommodation and food and beverage service providers. Rising fuel costs can have a substantial influence on people's intention to



visit tourist destination in the context of tourism. Tourists frequently consider transportation expenditures to be one of the most important aspects of their vacation preparation.

Hence, the tourist perspectives on the intention to visit a tourist destination when there was an increase in the price of oil fuel are worth examining, to see whether these variables will affect or not. Thus, this study will observe the perspective of tourists on the increase in oil fuel prices, along with how they impact on the intention to visit. With a better understanding of people's perspectives on fuel price increases and their impact on travel intentions, this research is expected to provide valuable input for tourism industry players in general, and for Ciletuh-Palabuhanratu UNESCO Global Geopark in particular.

LITERATURE REVIEW

A. Tourism

Tourism has grown significantly in recent decades, becoming an important socioeconomic phenomenon in the twenty-first century. Indonesia is a country that has various tourist attractions, and is a global tourism destination. The tourism sector in Indonesia is experiencing quite rapid growth, due to efforts to market Indonesia as a tourist destination, policy reforms to attract foreign investment and increase the promotion and development of tourist destinations outside the island of Bali. Tourism is one of the human needs that, if other needs have been addressed, then these needs must also be met. There are several theories about motivation, and one of them is Maslow's hierarchy of needs, is a macro theory designed to explain most of human behavior in general. Based on the theory, human behave to satisfy unmet needs which can be arranged in a pyramid or hierarchy, with the most basic needs at the base and the highest one at the top. Maslow (1943) stated in Maslow's Hierarchy of Needs that there are five levels of needs which are physiological needs, safety needs, love and belonging, esteem, and self-actualization as depicted in figure below. In this pyramid of Maslow's Hierarchy of Needs, vacation is at the top level (Self-Actualization). The realization of one's potential, self-fulfillment, pursuit of personal improvement, and peak experiences are all aspects of self-actualization needs (McLeod, 2007).

B. Geopark

According to UNESCO, the UNESCO Global Geopark is a region where significant landmarks and landscapes are managed under the principles of preservation, education, and sustainable development. There are 177 UNESCO Global Geoparks registered, located in 46 different nations. According to Presidential Regulation No. 9 of 2019, Geopark have geological heritage, geological diversity, biodiversity, and cultural diversity. With the help of the community and the local government, Geopark is managed for the benefit of conservation, education, and local economic growth. The public's knowledge and concern for the planet and its surroundings can be increased through this. The Indonesian National Geopark Committee (KNGI) serves as a forum for coordination, synchronization, and collaboration between the national government, regional governments, and stakeholders in the framework of building geoparks and establishing regulations (Toba Caldera UNESCO Global Geopark, 2022). Until now, Indonesia has five UNESCO Global Geopark sites, namely Batur, Ciletuh, Gunung Sewu, Rinjani-Lombok, Toba Caldera, and Belitong. One of the Geoparks in Indonesia is the Ciletuh-Palabuhanratu Geopark which was established based on five key components, namely academics, business, government, community, and media. The five components have the same goal, to conserve natural resources and improve the economic conditions of the surrounding communities (Ciletuh-Palabuhanratu UNESCO Global Geopark, 2022).

C. Consumer Behavior

Consumer behavior is the study of people, groups, or organizations and the procedures they use to select, secure, and use goods, services, experiences, or ideas for fulfilment (Hawkins & Mothersbaugh, 2010). Individuals are included in the general model of consumer behavior, as are lifestyles based on internal factors (psychological and physical) and external effects (sociological and demographic). Based on (Hawkins & Mothersbaugh, 2010)'s book, self-concept and lifestyle will usually have a need and desire. When a person becomes aware of the issue, the consumer decision-making process is initiated. This process, as well as the experiences and acquisitions it generates, influence customers' self-concept and lifestyle through influencing both internal and external traits. A consumer's purchase is frequently heavily impacted by cultural, social, personal, and psychological factors (Kotler & Armstrong, Principles of Marketing, 2018). A person's purchasing decisions are impacted by four psychological factors: motivation, perception, learning, and beliefs and attitudes (Kotler & Armstrong, Principles of Marketing, 2018). Abraham Maslow's motivation theory, which was mentioned in the previous section, is one of the well-known theories that describes when a human need motivates humans to seek fulfillment.



D. Theory of Planned Behavior

The theory of planned behavior (TPB) by Ajzen (1991) is an update of the theory of reasoned action (TRA) proposed by Ajzen and Fishbein (1980). Both theories actually have the intention to examine the desires and behavior of human (Mahyarni, 2013). The TPB has been used to predict consumer behavior in various research. (Lam & Hsu, 2004) explored the TPB's applicability in a Chinese environment and discovered the relationship between TPB components. The study discovered that attitude, perceived behavioral control, and past behavior are connected to the intention of selecting Hong Kong as a tourist destination (Lam & Hsu, 2004). According to the theory of planned behavior, three criteria influence the intention to do behavior, such as attitude subjective norm, and perceived behavioral control.

1. Attitude

The first is attitude toward the behavior, which is how much someone positively or negatively evaluates or appraises the action in issue (Ajzen, 1991). There are three fundamental concepts: the idea that attitude is learned, that it predisposes behavior, and that such actions are regularly positive or negative toward the object (Fishbein & Ajzen, 1975). In the case of tourism, attitudes can refer to feelings towards a tourist destination or service.

2. Perceived Behavioral Control

Perceived behavioral control is indeed the availability or absence of necessary opportunities and resources. This category is also an addition to the theory of reasoned action, because in TRA, behavioral intention can only be expressed in behavior if the activity is voluntary. Meanwhile, this factor symbolizes people's ability to manage their behavior since it implies that they have the necessary opportunities and resources to carry out the behavior (Ajzen, 1991).

3. Subjective Norm

Subjective norm refers to perceived social pressure to do or refrain from performing a behavior (Ajzen, 1991). In other words, it is perceived social pressure by people to do or resist from engaging a behavior. People are more likely to engage in certain behaviors if they believe there is greater social pressure from salient references to do so (Lam & Hsu, 2004).

4. Behavioral Intention

Intention is a person's position on the subjective probability dimension involving himself and an action (Fishbein & Ajzen, 1975). The subjective chance that a person will do an action is referred to as behavioral intention. The behavior, the target object, the circumstance in which the behavior will be done, and the time at which the behavior will be performed are all components of intention (Fishbein & Ajzen, 1975). There are several theories that explain what influences intention, but according to the theory of planned behavior, behavior intention is affected by attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). In the tourism industry, one of the behavioral intentions is the intention to visit a tourist destination.

E. Conceptual Framework

The figure below depicts the conceptual framework of this research, which is a model of the theory of planned behavior. Previous researchers employed this concept to examine the influence of variable x on behavior intention. As a common theory used to predict human behavior, this theory can also be implemented in the tourism sector. Previous researchers employed this concept to examine the influence of variable x on behavior intention. As a common theory used to predict human behavior, this theory can also be implemented in the tourism sector. The conceptual framework with the proposed hypotheses, is depicted in the figure below:

H1: Public's attitude to visit CPUGGp when the oil fuel prices increase have an effect on their intention to visit CPUGGp.

H2: Public's perceived behavioral control of visiting CPUGGp when the oil fuel prices increase have an effect on their intention to visit CPUGGp.

H3: Public's subjective norm of visiting CPUGGp when the oil fuel prices increase have an effect on their intention to visit CPUGGp.

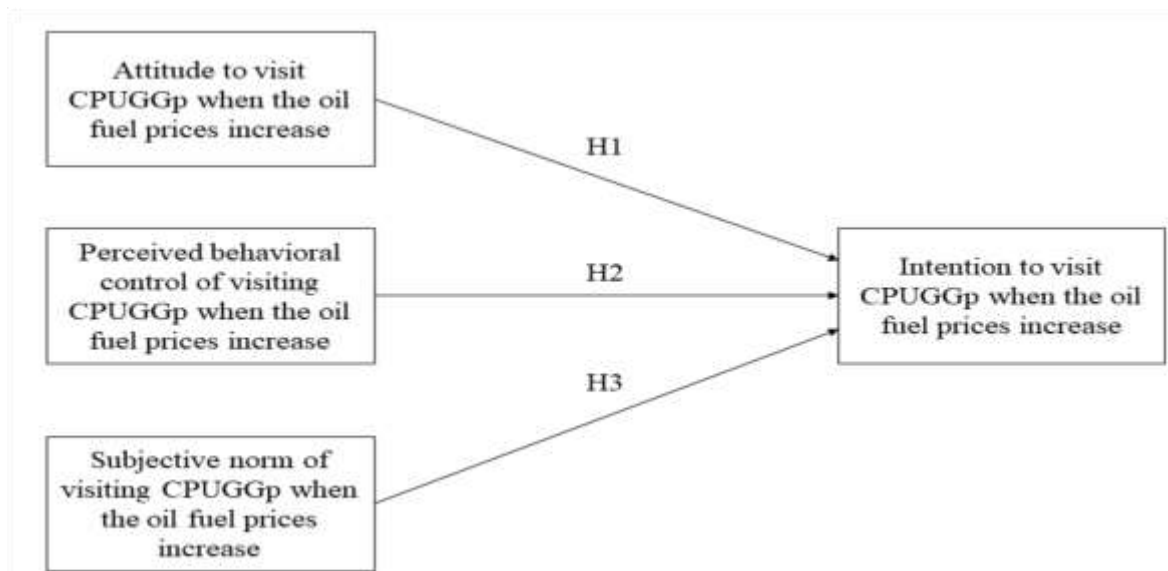


Figure 1. Conceptual Framework

RESEARCH METHODOLOGY

A. Mixed Method

Mixed methods research is an exploratory methodology that collects both quantitative and qualitative data and integrates the two types of data. There are several mixed methods designs in the book from (Creswell & Creswell, 2018), but the design employed in this research is exploratory sequential mixed methods. The exploratory sequential mixed method is a strategy used by researchers to do qualitative research first, then quantitative research.

B. Data Collection Method

1. Unstructured Interviews

Unstructured interviews are conducted without the use of interview standards that are established methodically. The interview guide is simply a general summary of the questions to be asked. Interviews were conducted with CPUGGp’s management, travel agent, and public. Interviews with representatives of the UNESCO Ciletuh-Palabuhanratu Global Geopark Management Agency provided the primary data, which can then be retrieved to be stored in the business issue. Interviews also conducted with travel agencies that provide trips to CPUGGp, and the result of this interview will be the effect of the increase in fuel prices on the number of trips to CPUGGp. Interviews were also held with 15 people to gather feedback on their respective points of view.

2. Sampling Technique

This research uses nonprobability sampling technique with purposive sampling method. Purposive sampling is a sampling technique with certain considerations and criteria (Sugiyono, 2019). The author selected a population consisting of the age group of 20 to 40 years, which then be divided into three age categories. Based on the inverse square root method proposed by (Hair, et al., 2021), the minimum sample size is determined using P_{min} and different significance levels. Assuming that the lowest predicted significant path coefficient ranges from 0.11 and 0.20, and to make the corresponding effect significant at 5%, then this research needs 155 people.

C. Data Analysis Method

1. Consumer Analysis

The consumer analysis conducted in this study is a way to get consumers' perspectives on the increase in fuel prices, whether it affects the intention to visit CPUGGp or not. In the qualitative research, interviews were conducted with several important informants, such as the management of CPUGGp to get problems and information about CPUGGp. In addition, the researcher interviewed other informants, including travel agents and the general public, who will generate customized insights into their thoughts on the fuel price increase and whether it affects their intention to visit the CPUGGp. A deeper understanding will be done



by implementing quantitative research, in the form of distributing questionnaires containing the theory of planned behavior. This technique will produce findings in the form of the public's perspective or point of view on what factors influence them to visit tourist destinations, including the CPUGGp when fuel prices rise.

2. External Analysis

External analysis is performed to monitor external elements affecting the company's operations and profits, the framework that used is PESTLE Analysis and Porter's Five Forces. The PESTLE Analysis will analyze Political, Economic, Social, Technological, Legal and Environmental issues. Meanwhile, the Porter's Five Forces is used to determine the strength of competition at the industry or sector level.

3. Internal Analysis

Internal analysis is a method of assessing the company's own strengths and weaknesses. Marketing mix retrieved from (Perreault & McCarthy, 2002) consists of four Ps: product, place, promotion, and price. Since CPUGGp is a service organization, the use of the four Ps should be upgraded into the seven Ps by including three additional elements: people, processes, and physical evidence (Booms & Bitner, 1982).

4. SWOT Analysis

SWOT is an acronym that stands for strengths, weaknesses, opportunities, and threats. SWOT Analysis is a method of assessing a company's external and internal marketing environments (Kotler & Keller, 2012). The objective of a SWOT analysis is to align the company's strengths to appealing opportunities in the surroundings while minimizing or resolving weaknesses and limiting threats (Kotler & Armstrong, 2018).

RESULTS AND DISCUSSION

A. Qualitative Interview Results

Qualitative interviews were conducted with 15 people as respondents to get their perspective on the fuel price increase in 2022 and its effect on the desire to travel in general. Several conclusions can be drawn:

- 13 out of 15 respondents felt the impact of the increase in fuel prices on their daily lives. 1 person feels slightly affected, and 1 person feels unaffected. Most said that more funds were spent on daily transportation, both using private vehicles and online motorcycle taxis.
- 7 respondents said that their purchasing power had decreased, 4 people felt that their purchasing power had decreased slightly, and 4 people felt that there was no difference in purchasing power from before the increase in fuel prices. Most of the respondents also felt that the prices of basic commodities had increased, in addition to rising transportation prices. So, they have to allocate more funds.
- 6 people feel that the increase in fuel prices has clearly affected their desire to travel and 3 people have been slightly affected, because they feel that transportation costs will be greater and expenses such as food will also be more so that the total expenditure for traveling will be high, especially if the travel destination is far away. Then 6 people felt unaffected, mostly because they had rarely traveled before, and there were also those who felt that traveling had to be done even though there was an increase in fuel prices.
- This means that public opinion in Bandung City regarding intention to visit tourist destinations varies, and it turns out that there is still motivation or desire to travel despite the increase in oil fuel prices.



B. Quantitative Questionnaire Results

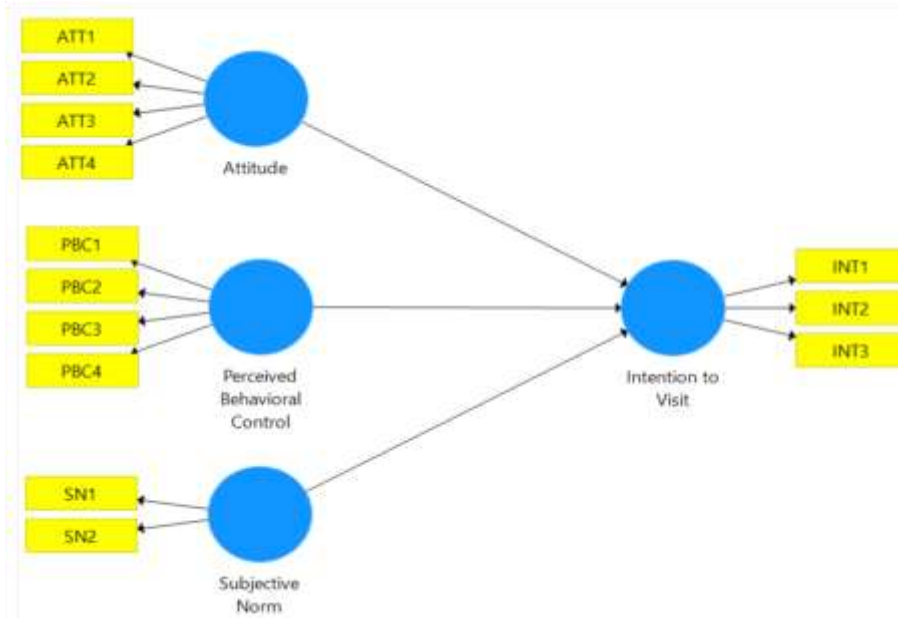


Figure 2. SmartPLS Path Model

Data processing in SmartPLS consists of outer model analysis and inner model analysis. The outer model is divided into validity test and reliability test, while the inner model evaluation can be seen from the R-Square, Effect Size f^2 , Q^2 predictive relevance, Goodness of Fit, and Path Coefficient. The results obtained from the Path Coefficient, whose results can explain the hypothesis, are as follows:

1. Attitude -> Intention to Visit

It can be explained that the T-statistics value of 4.497 > 1.96 and P Values of 0.000 were obtained. These results indicate a positive and significant effect of Attitude on Intention to Visit.

2. Perceived Behavioral Control -> Intention to Visit

The results show that the T-statistics value is 4,300 > 1.96 and the P values is 0.000. These findings show that Perceived Behavioral Control has a positive and significant effect on Intention to Visit.

3. Subjective Norm -> Intention to Visit

In the table, the T-statistics value is 0.395 < 1.96 and the P Values is 0.693. These results indicate a negative and insignificant effect of Perceived Behavioral Control on Intention to Visit.

Therefore, it can be concluded that only Attitude and Perceived Behavioral Control have a significant effect on the Intention to Visit variable.

C. External Analysis

1. PESTLE Analysis Result

Factors	Explanation	Conclusion
Political	Implementation of the G20 Tourism Working Group to restore the tourism sector in Indonesia after the Covid-19 crisis. In addition, CPUGGp successfully obtained UNESCO Global Geopark certification in 2018.	Opportunity
Economic	Indonesia experienced an increase in oil fuel prices in 2022. Rising global oil prices are one of the main factors for the increase in oil fuel prices in Indonesia. This price increase has an impact on various sectors of life in Indonesia.	Threat
Social	The number of domestic tourist trips in 2022, with 734.86 million trips, a 19.82% increase over 2021. This can be an opportunity for tourism businesses.	Opportunity



Technological	Numerous social and economic issues will be impacted by social media's continued growth. As a result, the usage of social media, which is expanding in Indonesia, can be seen as a potential for the tourism sector's promotional efforts to draw more visitors to the destination.	Opportunity
Legal	The construction of a geopark in Sukabumi Regency and the availability of many regulations related to national tourism development in Indonesia should provide CPUGGp with an opportunity to expand its business.	Opportunity
Environmental	Due to the rise of the tourism industry, tourism has an influence on the environment. The waste management and environmental conservation in CPUGGp is something that should have been done and in line with the Geopark concept itself.	Opportunity

2. Porter's Five Forces Result

Factors	Explanation	Conclusion
Threat of New Entrants	In the case of Geopark tourism, the threat of new entrants is low, because the entry barriers are high. The capital required for organizations to enter the tourism sector is enormous.	Low
Bargaining Power of Suppliers	Supplier bargaining power is low in the nature-based tourism industry, specifically Geopark. This industry's products are largely natural beauty and natural resources; thus, they are free.	Low
Bargaining Power of Buyers	In the tourism industry, switching costs from one tourist destination to another are low, so tourists can easily switch to another destination. In addition, nature-based tourism in Indonesia has a fairly similar product that presents nature in the form of mountains, beaches, forests, and others. Therefore, the bargaining power of buyers for the tourism industry is high.	High
Threat of Substitute Products	Other tourist destinations other than nature-based attractions might be substitute items in the tourism sector. Because the objective of travel is generally to refresh the mind, other options with lower prices such as trips to malls or city parks can be an alternative for urban people. However, the product offered in nature-based tourism in the form of natural scenery is something that is difficult to replicate by other types of tourism. As a result, the threat of alternative products is medium.	Medium
Intensity of Rivalry among Competitors	Geopark is a tourist attraction in the category of nature-based tourism. The nature-based sector in Indonesia is broad and widespread, with product options that lack distinction and low switching costs. Therefore, rivalry among competitors is high.	High

Based on the five forces described above, the nature-based tourism business is attractive and has the potential to obtain more public attention and earn higher profits.

D. Internal Analysis

1. Marketing Mix (7Ps)

a. Product

Based on the informations obtained from (Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat, 2022), CPUGGp provides many services in the form of geological heritage of worldwide value, such as subduction zone rocks, jampang plateaus, the greatest amphitheater sceneries in Indonesia, and magmatic pathway movements that generate Indonesia's only geysers.



b. Price

According to interviews with one of the CPUGGp management (Mr. Adji), numerous sites collect entrance fees. Examples include turtle conservation, the Cisolok geyser, and the Sodong waterfall. Management applies specific fees in accordance with area rules. Some regions, on the other hand, have not implemented any additional costs.

c. Place

CPUGGp has a land size of 126.1 km² and is located in Sukabumi Regency, West Java, Indonesia. Its land is made up of 74 villages divided into eight districts. CPUGGp management provides seven geotourism routes with various themes for visitors to enjoy.

d. Promotion

CPUGGp management conducts promotional activities both online and offline. Offline promotions have been carried out on a regular schedule at the regional, national, and worldwide levels. Social media accounts such as Facebook, Instagram, Youtube, and the official website are used for online promotions.

e. People

The geopark concept requires the participation of residents in the management of the geopark itself. Unfortunately, based on the findings of interview with Mr. Adji, the human resources working for CPUGGp management are still limited and insufficient, resulting in inefficient site administration.

f. Physical Evidence

Physical evidence in the form of signage indicating the existence of a tourist attraction may be found in several tourist objects. It is the same as CPUGGp, which has several sites; there is also plenty of signage with the names of the various sites.

g. Process

Process elements in the marketing mix can be how customers or tourists get services at CPUGGp. CPUGGp has several locations that may be visited, and knowing how to get to these destinations is critical for tourist satisfaction. Unfortunately, there is no public transportation that can access all of the existing locations.

E. SWOT Analysis Result

Strengths	Weaknesses
<ol style="list-style-type: none"> CPUGGp offers natural beauty in the form of geological, biological, and cultural heritage. (Marketing mix-product) CPUGGp's popularity is quite high for group tours from government and schools around Sukabumi. (Consumer Analysis-Qualitative interview) 	<ol style="list-style-type: none"> Price regulations are not clear, some places collect entrance fees, and some do not. (Marketing mix - price) Human resources working at CPUGGp are still lacking, so management is still not optimal. (Marketing mix - people) There is no public transportation to or from CPUGGp, so it will be a little difficult for independent tourists/travelers. (Marketing mix - process)
Opportunities	Threats
<ol style="list-style-type: none"> The number of tourist trips in 2021 and 2022 has increased. (PESTLE-social) CPUGGp's UNESCO Global Geopark certification may be a source of pride and a magnet for tourists. (PESTLE-political) MENPAREKRAF is pushing the recovery of the tourism sector in Indonesia. (PESTLE-political) Attitude and Perceived Behavioral Control have a positive and significant effect on Intention to visit. (Consumer Analysis-Quantitative result) 	<ol style="list-style-type: none"> The increase in fuel oil prices in Indonesia may affect the tourism industry. (Porter's five forces-Economy) The bargaining power of buyers is high, tourists can easily switch to other destinations. (Porter's five forces-Buyer's bargaining power) There are some people that feel the increase in fuel prices affected their desire to travel. (Consumer Analysis-Qualitative interview)



F. Business Solution

Following a SWOT analysis based on data from consumer, external, and internal analysis, the next step is to develop a TOWS matrix, which could be used to discover business solutions in the form of alternative strategies.

	Strengths	Weaknesses
Opportunities	<ul style="list-style-type: none"> - Promote trips for groups by giving packages and discounts, and emphasizing study tour visits to UNESCO Geoparks. (S2,O2,O1) - Improve the visitor's experience at CPUGGp by emphasizing natural beauty as important marketing elements. (S1,O4) 	Use the increasing number of tourist trips to establish consistent and transparent admission fees at each CPUGGp site. (W1,O1)
Threats	Collaborate with travel companies to provide competitive price alternatives. To compensate for the increase in travel expenses, emphasize the unique experience of visiting CPUGGp. (S1,T1,T2,T3)	Cooperate with the local government to enhance public transportation in surrounding areas of CPUGGp. (W3,T3)

CONCLUSION

1. The public's perspective of the 2022 oil fuel price increase is that they mainly experience the impact of the increase in their daily life. Their purchasing power also tends to decrease because the increase in oil fuel prices makes the allocation of funds for daily transportation even greater, and the prices of basic necessities also increase.
2. The increase in fuel prices has an impact on the desire to visit tourist destinations, many of them feel that transportation costs will be greater, especially if the location of the tourist destination is far away. But not a few also feel that the desire to visit tourist destinations is not affected by the increase in fuel prices.

The first point's analysis resulted in the disruption caused by an increase in oil fuel prices in 2022. However, it turns out that in fact, in the second point, it generates varied perspectives from respondents, and there are still those who are unaffected by the increase in oil fuel prices, and still have intention to visit tourist destination.

3. Based on the results of the questionnaire distributed to 200 respondents and processed using the SmartPLS program, the following conclusions were obtained:
 - Public's attitude when the oil fuel price increasing, have a positive and significant effect to Intention to Visit CiletuhPalabuhanratu UNESCO Global Geopark. This implies that, despite the oil fuel price increase, person's feelings to visit CPUGGp are still positive.
 - Public's perceived behavioral control when the oil fuel price increasing, have a positive and significant effect to Intention to Visit Ciletuh-Palabuhanratu UNESCO Global Geopark. This indicates that in a situation of rising oil fuel prices, people still have the opportunity and resources needed to go to the CPUGGp.

RECOMMENDATION

Recommendations that can be given by the author are for Ciletuh-Palabuhanratu UNESCO Global Geopark Management and future research for anyone interested in this tourism topic.

1. Recommendation for Ciletuh-Palabuhanratu UNESCO Global Geopark

According to the findings of the quantitative research, only attitudes and perceptions of behavioral control have an influence on the intention to visit tourist attractions or CPUGGp. As a result, the authors recommend CPUGGp management to pay attention to the attitudes of visitors who visit, so that CPUGGp may change the values that can be offered to the general public and to tourists who will visit in particular. This is expected to increase the intention to visit CPUGGp. The author feels that CPUGGp has a lot of natural



potential that needs to be exposed to both domestically and internationally. Because CPUGGp provides services, the management must focus on crucial factors that will boost visitors' favorable impressions, such as facilities, infrastructure, road conditions to get there, cleanliness of the location, as well as regular evaluations. 2. Recommendation for Future Research

Recommendations for future researchers who are interested in consumer behavior and marketing strategies in the tourism industry, the author recommends adding variables that might be able to support, such as independent variables or moderator variables in the conceptual framework for quantitative research. Furthermore, the future researchers can broaden study objectives beyond the people of Bandung, so that the entire Indonesian population can be represented .

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