

The Influence of Subjective Norms on Intention Resilience of Tourism Enterprises in Bali during Pandemic COVID-19

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ABSTRACT:Bali as a famous tourist attraction also has an impact on tourism businesses in Bali, this can be seen on decreasing number of foreign tourist arrivals, especially since February 2020, the number of foreign tourists who came to Bali in May 2020 was recorded only 36 visits (decreased about 99.99 percent) compared to May 2019 is the lowest in the last four decades. The COVID-19 pandemic outbreak appears to have severely affected the tourism sector, where in July, August and September 2019 there were no foreign tourists visiting Bali, therefore attitudes of tourism entrepreneurs in order to resilient their business need to identify. The sample in this study amounted to 100 respondents using quantitative and qualitative data, which is analysed with SmartPLS 3.0. Based on the research that there is a positive influences of tourism entrepreneur's subjective norms in Bali towards intention to resilience is 0.765 with a t-statistic value of 9.544 (greater than the t-table, namely 2.326) at 5% alpha that tourism entrepreneurs adapted with a new normal, looking for an opportunities, changing leadership styles and different target market.

Keywords:Subjective norms, intention, COVID-19.

I. INTRODUCTION

Entrepreneurship is someone to create jobs, either opening a business or creating something new to improve the economy for themselves and for others. Entrepreneurial intentions must be instilled as early as possible as a first step for being an entrepreneur, so that they can

be independent and not depend on other people for work. Handaru, et.al (2014) reveal that intention plays a role that leads to action through deep consideration, which is believed and desired by a person. An intention arises through the will of the inner self by real action to achieve the goal. Karabulut (2016) says that entrepreneurial intentions are based on visions, dreams, and feelings for entrepreneurship, business plan development, resource acquisition and goal-directed behavior. The family is the first place for interaction to help and discuss about a business opportunity together with father, mother, siblings and other family members.

Subjective norm is an individual's perception of whether a key person (family, relative or friend) in life to carry out a behavior and the social pressure that is felt to be involved or not to be involved in the behavior. This perception is subjective in nature, so this dimension is called a subjective norm. Subjective norms are also influenced by beliefs and as a function of the individual's belief obtained from the views of other people on the object of attitude related to the individual (normative belief).

Boz and Ergeneli (2014) revealed that family has a role that has an important impact on the beliefs, hopes and career plans of their children in the future. Family members have an important role in providing inspiration and support between family members and each other. Trisnawati (2014) reveals that through the family, an entrepreneurial mindset is formed; entrepreneurial intentions grow and develop well in someone who lives and grows

in an entrepreneurial family environment. Attitudes and roles of family members can influence actions in decisions taken by children, especially in choosing a career selected. The family has an important role in the individual, which can direct the tendency to become entrepreneurial. According to Marini and Hamidah (2014), support for entrepreneurship can be in the form of moral support such as opportunities, trust, giving ideas or material support by providing capital, providing business tools or equipment and business locations. A pleasant family environment will increasingly convince and encourage individual intentions in entrepreneurship. Barriers to entrepreneurship can also arise if family members do not provide support to individuals, but instead give restrictions and disapproval. Without family support, a person cannot get the help he needs through the existence of a family especially during pandemic Covid-19.

New Normal is a form of new order for the industry in facing the threat of Covid-19 in the future. This effort is also part of economic reactivation after the business world collapsed due to the plague. Even though the current handling of Covid-19 is indeed important, efforts to restore economic activity are also no less necessary, so that people can not only avoid Covid-19 disease, but also can still earn income and still be able to do business. A fundamental change in behavior from tourism entrepreneurship in the new normal era will occur where tourism entrepreneurship will prioritize hygiene, health and safety and security factors so that the industry must be able to adapt to be able to convince its consumers that facilities can meet these health factors. This study aims to examine and analyze the influence of subjective norms of tourism entrepreneurship in Bali on the Intention to Endure in Business in the New Normal Era.

II. PROBLEM STATEMENT

The focus in this study is the entrepreneurial attitude of tourism entrepreneurs in Bali towards the intention to innovate tourism businesses in the COVID-19 pandemic so that the problem formulations can be known as follows:

How do the subjective norms of tourism enterprises in Bali towards the intention to resilience during the pandemic COVID-19?

III. OBJECTIVES

The objectives of the research is to study the influence of subjective norms of tourism enterprises in Bali towards intention to resilience during the pandemic COVID-19

IV. LITERATURE REVIEW

Periera et.al (2017) reveal that support in the family can be emotional, providing useful information, giving rewards and instrumental or financial support. Through the support given by the family, it will give a feeling of comfort and a feeling that family members care for one another. Periera et al. (2017) revealed that family support could determine the level of individual intentions in doing entrepreneurship; definitely need the blessing and support of their families as strength, courage and encouragement to carry them out. Every human being has a different personality, which is his own distinctive characteristic; the personality that is owned is one of the things that distinguish humans from one another. The entrepreneurial personalities characterized by Viinikainen et al. (2017) as individuals who are good at capturing and taking advantage of opportunities, can face uncertainty is willing to take risks and are hardworking. Entrepreneurship requires the ability to be observant in capturing and managing the opportunities that exist for profit or the goals that are set. An entrepreneur also needs a personality that is creative, optimistic, future-oriented and has the desire to move forward.

According to Anoraga (2009, p. 1), a person's personality can influence him in his consideration of choosing a future job. Someone tends to choose a job that fits or matches the personality they have. Personality can determine whether or not there is an intention to entrepreneurship and success in doing entrepreneurship. Alma (2011, p. 21) said that the ideal personality that an entrepreneur must have is to be able to stand on his own ability to help himself get out of the difficulties he is facing, including overcoming poverty without any help. Basically, successful entrepreneurs must have a superior personality in order to be successful in achieving goals in the business that is created. This entrepreneurial personality will differentiate an individual from another in facing all problems in entrepreneurship.

V. METHODOLOGY

This research was conducted in all districts in Bali. The choice of research location is based on resilient tourism enterprises in Bali. This research was conducted from September to January 2021. The research scope covers tourism entrepreneurship in Bali, both self-employed and continuing the business of their families. Data collection methods are: (i) distributing open and closed questionnaires, (ii) observation, by making direct observations to the tourism enterprises, and

(iii) documentation. Types of data used in this research are qualitative data and quantitative data.

This study uses qualitative data, namely data in the form of explanations, descriptions of certain phenomena related to research on behavior, intentions, and resilience of tourism enterprises in Bali. Qualitative data including from the literature in the form of responses are also qualitative data that is the object of analysis, the results of in-depth interviews with workers, statements from previous researchers that will be used as supporting research results. Quantitative data, namely data in the form of numbers as supporting qualitative data, including quantitative data in this study are the number of entrepreneurs who own or continue tourism enterprises in Bali, the results of the perception table and the results of Smart PLS 3.0 Analysis.

Sources of data used in the study are: Primary data, namely data obtained from the first source or directly obtained from the research site, both orally and in writing from respondents in the form of questionnaires distributed to tourism entrepreneurs in Bali Province and secondary data, namely data obtained not from the first party, but from certain parties related to this research as well as from documents from the Central Bureau of Statistics (BPS) in the form of data on the number of tourism businesses in Bali, officers and other literature that can be used as reference material related to research held.

The total populations in this study were 100 tourism entrepreneur respondents who have a tourism business in Bali. Sampling technique with non-probability sampling. The non-probability sampling technique chosen is accidental / incidental technique, which is using individuals who have met the characteristics of the research and are accidentally encountered by the researcher. The reason is to increase the practicality (easy to do) and research efficiency (save time, cost and research effort). To calculate the number of samples needed, researchers used the Ghazali formula. According to Ghazali, the sample size is determined by multiplying the number of indicators by 5 to 10, in this study 5 x number of indicators were used, namely $5 \times 20 = 100$ respondents.

VI. FINDING AND DISCUSSION

Finding

The percentage of respondents based on gender shows that 69% are male and 31% are female, this shows that the majority of respondents are male, the majority of respondents are 25-40 years old (53%), followed by age. 41-55 years (39%), aged less than 25 years (4%) and more than

55 years (4%), the highest percentage based on the latest education is Diploma (46%) followed by S1 (30%), SMA (20%), S2 (3%) and S3 (1%), the highest percentage of duration of tourism business is business age ≤ 10 years (63%), followed by tourism business duration 11-20 years (26%), age 21-30 years (9%) and the last business period is more than 30 years (3%), the highest percentage of the type of tourism business is accommodation service provider (48%) which consists of hotels, inns, bungalows and villas. The next percentage is food and beverage service providers consisting of restaurants, stalls with tourists, cafes and bars (21%), travel services such as travel agents (11%), spas (10%), and tourist transportation services such as rental. buses, cars, motorbikes and bicycles (4%).

From the results of the instrument validity test, it can be seen that all indicator values based on the Pearson correlation are above 0.3. The validity test is used to determine whether a measurement instrument is valid or not. Validity testing was carried out using Pearson's correlation with a correlation coefficient ≥ 0.3 . From the results of the reliability test, it can be seen that Cronbach's alpha is above 0.6. The reliability test is a series of measurements that have consistency if carried out with the same measuring instrument repeatedly indicated by the Cronbach Alpha Coefficient where the instrument is said to be reliable if it has a Cronbach Alpha value > 0.6 .

The distribution of respondents' opinions on the latent variable of subjective norms is measured from five statements, namely social pressure due to the outbreak of COVID-19, which raises self-confidence to be able to survive in running a business in the new normal era (4.01), social pressure due to the outbreak of COVID-19 requires entrepreneurs to be able to overcome the problems that arise in the new normal era (3.85), integrated lifestyle must be adjusted to the needs of the tourism business carried out (4.04), the belief in the importance of the presence of family and relatives in accordance with the prevailing social norms in running a business in the new normal era (4.01) and the importance of networking in running a new normal era business (3.94), the subjective norm of tourism enterprises is good with a value of 3.97.

All indicators have Cronbach's alpha above 0.7 and all composite reliability coefficients are above the criteria limit Wardana et al. (2016), which is > 0.6 so there are no reliability problems. The multicollinearity test on PLS was used to determine the linear relationship between constructs. The criteria used is if the Variance

Inflation Factor (VIF) value is <5 , this means that the construct does not have a linear relationship between other constructs and all the Variance Inflation Factor (VIF) values are <5 , this means that the construct does not have a linear relationship between other constructs.

Inner Model evaluation aims to determine the goodness of fit model with the following methods: R-square method, which shows the strength and weakness of the influence, caused by the variation of exogenous variables on endogenous variables. All R-Square (R^2) values greater than 0.50 are categorized as strong models. The influence of attitudes, subjective norms, control on perceived behavior and actual behavior (defensive behavior in entrepreneurship) has an R-square value of 0.817 which is in the strong category because it is more than 0.50 (Hair et al, 2011).

This shows that the construct of Intention to Endure in Business can be explained by attitudes, subjective norms, control of perceived behavior for intention of 87.5% and actual behavior (Behavior to survive in entrepreneurship) by 78.7% while the rest is for Intention to Endure in Doing Business amounted to 12.5% and actual behavior (behavior to survive in entrepreneurship) by 21.3% explained by other variables not examined.

Q-Square (Predictive Relevance) measures how well the observation value generated by the estimation model and its parameters. The value of Q-Square > 0 indicates that the model has good predictive relevance. The calculation of Q-Square (Predictive Relevance) produces a value of 99%, which means that the model has a very good value. This means that the model can explain 99% of the relationship between variables. Based on the results of the above calculations R^2 and Q^2 , it can be continued with hypothesis testing analysis. The hypothesis in this study will also be analyzed using SmartPLS, the original sample value (O) to determine the relationship between the variables studied.

To find out the significance level of the effect of the relationship between variables, it is indicated by the value of t statistics, if t statistics $> t$ table 2.326 then the result is significant. In this study, the confidence level or Q^2 was 99% (alpha 5%). The results of testing the hypothesis of this study are as follows: The value of t-statistics on the subjective norm of the Intention to Endure in Doing Business is 3,116 (t-statistics $> 2,326$). Thus subjective norms have an influence on the intention to survive in doing business.

The relationship of the subjective norm variable to the Intention to resilience is significant by comparing the P-Values smaller than alpha 0.05

and Indirect effect analysis aims to determine the significance of the indirect relationship between the variables of entrepreneurial attitudes towards the intention to endure in doing business, the subjective norm variable on the intention to endure in doing business, value > 0.05 .

VII. DISCUSSION

The influence of subjective norms on tourism enterprises in Bali on the intention to resilience in the business of tourism in Bali in the new normal era in states that subjective norms have a significant effect on the intention to survive in doing business. The results of tests that have been carried out using PLS showed that the influence of subjective norms on intention to endure in business with a t-statistic value of 3.116 (greater than t-table, namely (2.326) at 5% alpha with the original sample value (O) of 0.298 means that there is a significant relationship between subjective norms and intention to resilience in doing business. It can be concluded in testing this hypothesis that subjective norms affect the intention to resilience in doing business so that the hypothesis in this study is accepted.

Social pressure due to the outbreak of COVID-19 requires entrepreneurs to be able to overcome problems that arise in the new normal era, causing a wave of layoffs and decreasing income continues to occur. In fact, the LIPI survey, which was just released a few days ago, predicts the number of unemployed people in 34 provinces to reach 25 million people in the next three months. The conflict between health vs. economy has forced the Indonesian government, like governments in other countries, to start making new normal rules. It is hoped that, through this new normal life, people can start to move normally, the economy begins to grow again, but in new ways, namely the strict application of health protocols in various fields, such as using masks, washing hands, and maintaining physical distance.

Social pressure due to the outbreak of COVID-19 raises self-confidence to be able to resilience in running a business in the new normal era where individual beliefs about consequences will determine the direction of their behavior. When a person has the belief that implementing the health protocol will have positive consequences for the health of him, his family, relatives, and the community around him, he will be more willing to carry out the health protocol in an orderly manner. Conversely, when a person has different beliefs or views, for example, he believes that without implementing health protocols the virus will die by itself due to heat, or, someone has the belief that he

has immunity to the virus so he does not need to be vigilant. Individual confidence in implementing health protocols needs to be built through wider and more intensive socialization through various media. An understanding of the importance of correct health protocols needs to be inculcated massively and sustainably, both by the government and various elements of society. In addition to socialization, to instill individual beliefs, psychoeducation is needed through various counseling by various parties that are properly equipped beforehand. A person's belief to control or direct their behavior in carrying out health protocols is also influenced by supporting factors around them.

Even though a person already has the confidence to implement health protocols, the supporting factors are constrained, such as the lack of availability of masks, hand sanitizers, inadequate spatial planning to maintain distance, lack of health facilities, and lack of strict sanctions for rule breakers, gradually he will " give up because he felt in vain with what he had done so far. Confidence in controlling this behavior can be built through government efforts together with elements of society to ensure the adequacy of supporting factors, even stricter sanctions for violators of health protocols. Without sufficient support, someone's belief will undoubtedly stop at the intention to carry out the health protocol, but it cannot truly be transformed into new normal behavior.

Lifestyle integration must be adjusted to the needs of the tourism business, which is carried out with a new normal lifestyle being one of the keys. The habit of living in an orderly manner, queuing in public places, and maintaining cleanliness makes it less difficult for the people there to adapt to the new normal rules, in fact, they are very accustomed to wearing masks. Long before the pandemic, people often saw people wearing masks in an orderly manner in public areas, so that a long time ago the culture of wearing masks had been ingrained and someone who was sneezing or coughing openly was considered impolite. Then, what about our people who only wear masks properly when warned, rarely wash their hands if they are not instructed, and like to hang out late at night for things that are not important before being deterred by security officers.

The importance of networking in running a new normal era business where gender roles, family, friends, personal experiences around can influence the entrepreneurial intention of the individual. The role of the environment, such as

how the father becomes a model as an entrepreneur, the closest friend or the environment around gives influence to tourism entrepreneurs to innovate, looking for opportunities during a pandemic.

The family environment in this indicator explains that entrepreneurs know the business world with their family background in business activities because family members help guide them to become entrepreneurs such as participating in managing businesses, tourism entrepreneurs will be guided to do business with family support because moral support provides opportunities To build entrepreneurial courage, and tourism entrepreneurship will be greatly helped by the role of a family that teaches entrepreneurship because it is taught directly how to run a business and develop a business that has been carried out by the family. This study succeeded in revealing novelty, namely entrepreneurial attitudes have a significant effect on the intention to survive in doing business. This is shown by the firm attitude of tourism entrepreneurs towards the implementation of health procedures and CHSE certification in tourism businesses, saving operational costs, selling assets and changing target markets to overcome problems that occur in the new normal era, which will lead to the intention to innovate and be creative in developing the business. in the new normal era by implementing health protocols.

The number of COVID-19 sufferers came from the family cluster and religious ceremony cluster in Bali, not from tourism because the tourism business has carried out CHSE certification by implementing SOP (standard operating procedure) in tourism business activities. The role of the government is very much needed to ensure that the family cluster and religious ceremonies in Bali decrease by collaborating with the Covid task force in providing financial support with a controlled mechanism in order to gain the trust of potential tourists visiting Bali (trust is a new mantra) so that the government can open it border for foreign tourists who make balancing between health and economy with the new normal adaptation.

VIII. CONCLUSION

Based on findings and discussion, it can be

1. Subjective norms have a significant effect on the intention to resilience in doing business. This can be demonstrated by social pressure due to the outbreak of COVID-19, which raises self-confidence to carry out health protocols and COVID-19 vaccinations, which have positive consequences for the health of

themselves, their families, relatives, and employees as well as tourists who will visit tourism business places to be able to resilience. Running a business in the new normal era will create an intention to innovate and be creative in developing a business in the new normal era by implementing health protocols.

2. Social pressure due to the outbreak of COVID-19 requires entrepreneurs to be able to overcome problems that arise with funding for operational costs and to make innovations outside the tourism sector in the new normal era will cause the intention to innovate and be creative in developing businesses in the new normal era by implementing health protocols.
3. The belief in the importance of vaccinating all family and relatives in accordance with the prevailing social norms in running a business in the new normal era will lead to the intention to try to face new challenges in the new normal era, which is healthy, holistic, and happiness.
4. Integration of the lifestyle of using masks and physical distancing accordingly with health protocols must be adjusted to the needs of tourism businesses carried out with a new normal lifestyle by implementing this lifestyle wherever they are both domestically and abroad as well as the integration of lifestyles using information technology in doing business will cause the intention to innovate and be creative in developing businesses in this era new normal by implementing health protocols and also creating an intention to win tourism business opportunities by utilizing IT (information technology).
5. The importance of networking with friends, family, social media and the tourism association community in Bali in obtaining grants and soft loan assistance from the government and banks in running a business in the new normal era will generate business intentions in facing new challenges in the new normal era. To improve the survival of tourism entrepreneurship, it is necessary to support government policies to immediately open Bali tourism, because it will provide fresh air for tourism entrepreneurs. To open up tourism in Bali, it needs to be balanced with increasing public awareness in implementing health protocols and administering vaccines for the Balinese people is very important to create a positive image for potential tourists.

IX. SUGGESTION

Based on the results of the research analysis, recommendations as follows: Future

studies are expected to increase the number of samples in order to generalize the results of research using different respondents. Future studies can carry out the same study by adopting different moderating variables to examine the influence of other cultural determinants on intention to innovate. Company and Government Companies are advised to establish a structured fraud reporting procedure so that tourism entrepreneurs have no trouble if they want to report. Companies can also socialize about the importance of innovation and how to protect it so that tourism entrepreneurs are convinced that innovating is a positive thing and must be done. The government is expected to clarify the law regarding the legal protection that a tourism entrepreneur will receive.

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