

Pengaruh Risiko COVID-19 & Manfaat Untact Tourism terhadap Intensi Perilaku Untact Tourism Selama Periode 'New Normal' = The effect of COVID-19 Risk Perception & Untact Tourism Benefit Perception towards Untact Tourism Behavioral Intention during the 'New Normal' Period

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Abstrak

Pandemi COVID-19 telah berdampak besar pada pelemahan sektor pariwisata di Indonesia. Dari sisi konsumen, terdapat pula dilema pertimbangan risiko tertular penyakit dengan keinginan untuk berwisata. Untact tourism hadir sebagai alternatif solusi kedua permasalahan tersebut. Penelitian ini mengkaji hubungan risk perception COVID-19 terhadap intensi perilaku untact tourism secara langsung dan dengan mediasi kerangka theory of planned behavior (TPB). Penelitian ini juga melengkapi model penelitian sebelumnya dengan menambahkan variabel untact tourism benefit perception. Penelitian dilakukan dengan metode purposive sampling dengan jumlah responden 501 individu yang belum pernah melakukan untact tourism serta dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa hubungan langsung perceived risk dan perceived benefit terhadap behavioral intention tidak menunjukkan hasil yang signifikan. Namun, variabel-variabel TPB menunjukkan hubungan mediasi yang signifikan dalam hubungan perceived risk dan perceived benefit terhadap behavioral intention.

.....The COVID-19 pandemic has caused a devastating impact on the tourism sector in Indonesia. Problem intensifies by an emerging dilemma in the consumer's side between their risk of contracting the disease and their desire to travel. Untact tourism becomes an alternative solution to alleviate these problems. This study examines the relationship between the effect on risk perception of COVID-19 and untact tourism, both directly and through the mediation of the theory of planned behavior framework (TPB). This study also complements the previous research model by adding new variables of untact tourism benefit perception. The research was conducted using a purposive sampling method with 501 respondents that has not participated in untact tourism before and was analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results showed that direct effects between perceived risk and perceived benefit towards behavioral intention are not significant, yet TPB variables show significant mediating effects.