

# Pengaruh Behavioral Involvement Pada Penggunaan Video 360 terhadap Visit dan Ewom intention saat Pandemi Covid-19 = The Effect of Behavioral Involvement on The Use of Video 360 on Visit and Ewom intention to Travel during the Covid-19 Pandemic Abstract

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## Abstrak

Pandemi Covid-19 telah menimbulkan ketakutan dan kepanikan masyarakat yang merugikan industri pariwisata. Pandemi Covid -19 telah menyebabkan penurunan kunjungan wisatawan asing dan domestik. Penelitian ini mengintegrasikan teori motivasi dengan Technology Acceptance Model (TAM) yang bertujuan untuk menginterpretasikan dan memberikan gambaran tentang pengaruh hubungan antara pemasaran video 360 derajat (virtual reality) dengan kemauan wisatawan untuk berwisata selama pandemi Covid -19. Structural Equation Modeling (SEM) diterapkan untuk menguji hubungan antara konstruksi yang diusulkan menggunakan data yang dikumpulkan dari 213 responden melalui survei online. Ada 6 destinasi wisata yang digunakan dalam survey online, yaitu Taman Safari, Kota Bandung, Kota Jogjakarta, Bromo, Raja Ampat, dan Bali. Hasil penelitian ini menunjukkan bahwa penggunaan video 360 berpengaruh positif terhadap niat kunjungan dan electronic word of mouth (eWOM) melalui keterlibatan perilaku. Namun, tidak ada pengaruh positif dari niat berkunjung wisatawan terhadap eWOM. Selain itu, kami menemukan bahwa ketakutan bepergian karena pandemi Covid -19 tidak berpengaruh negatif pada hubungan antara keterlibatan perilaku dan niat kunjungan wisatawan. Hal ini menunjukkan ketangguhan wisatawan dalam berwisata di masa pandemi Covid -19. Secara keseluruhan, penelitian ini membuktikan adopsi TAM dengan video 360 derajat dan dampaknya terhadap niat perilaku dalam konteks pariwisata virtual.

.....The COVID-19 pandemic has created public fear and panic which has harmed the tourism industry. The COVID-19 pandemic has caused a decrease in foreign and domestic tourist arrivals. This study integrates motivation theory with the Technology Acceptance Model (TAM) which aims to interpret and provide an overview of the influence of the relationship between 360-degree videos marketing (virtual reality) and the willingness of tourists to travel during the COVID-19 pandemic. Structural Equation Modeling (SEM) was applied to examine the relationship between the proposed constructs using data collected from 213 respondents through an online survey. There are 6 tourist destinations used in the online survey, namely Safari Park, Bandung City, Jogjakarta City, Bromo, Raja Ampat, and Bali. The results of this study show that the use of 360 videos has a positive effect on their visit and electronic word of mouth (eWOM) intentions through behavioral involvement. However, there was no positive effect of the intention of visiting tourists on eWOM. Besides, we found that the fear of travel due to the COVID-19 pandemic have not a moderating effect on the relationship between behavioral involvement and tourist visit intentions. This shows the resilience of tourists in traveling during the COVID-19 pandemic. Overall, this study proves the adoption of TAM with 360-degree videos and its impact on behavioral intentions in the context of virtual tourism.