

The impact of COVID-19 Pandemic on the behavior of local Indonesian tourist in traveling domestically = Dampak Pandemi COVID-19 terhadap perilaku wisatawan lokal Indonesia dalam melakukan perjalanan domestik

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20523281&lokasi=lokal>

Abstrak

Pandemi COVID-19 telah mengubah dunia. Dampaknya dirasakan oleh seluruh penduduk di hampir semua negara di dunia. Pandemi COVID-19 bukan hanya krisis kesehatan, tetapi merupakan krisis multidimensi yang mengakibatkan banyak industri beradaptasi untuk bertahan. Industri pariwisata menjadi salah satu industri yang paling terdampak pandemi ini. Akibatnya, perilaku wisatawan dalam berwisata berubah drastis sejak pandemi COVID-19. Penelitian ini bertujuan untuk menganalisis dampak pandemi COVID-19 terhadap perilaku wisatawan domestik Indonesia dalam berwisata di dalam negeri. Penelitian ini menggunakan kerangka Theory of Planned Behaviour (TPB) untuk melihat pengaruh dari perceived risk of travelling, attitude, perceived behavioural control dan subjective norms terhadap intensi melakukan perjalanan domestik (intention to travel) selama pandemi COVID-19 dan willingness to pay untuk langkah-langkah keamanan tambahan selama bepergian dan di tempat tujuan. Ada 287 responden yang berkontribusi dalam penelitian ini. Responden penelitian ini merupakan orang-orang yang tinggal di wilayah Indonesia setidaknya sejak bulan Maret 2020 dan berusia minimal 18 tahun. Kuesioner penelitian disebarluaskan secara online dan dianalisis menggunakan Partial Least Squares-Structured Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa semakin besar intention to travel maka semakin besar pula willingness to pay. Sebaliknya, hanya attitude dan subjective norms yang memiliki pengaruh signifikan dengan intention to travel. Sementara itu, perceived risk memiliki pengaruh positif pada attitude dan perceived behavioral control.

.....The COVID-19 pandemic has changed the world. Its impact is felt by the entire population in almost all countries in the world. The COVID-19 pandemic is not just a health crisis, it is a multidimensional crisis that has resulted in many industries adapting to survive. The tourism industry is one of the industries most affected by this pandemic. As a result, tourist behavior in traveling has changed drastically since the COVID-19 pandemic. This study aims to analyze the impact of the COVID-19 pandemic on the behavior of Indonesian domestic tourists in traveling within the country. This study uses the Theory of Planned Behavior (TPB) framework to see the effect of perceived risk of traveling, attitude, perceived behavioral control and subjective norms on the intention to travel domestically during the COVID-19 pandemic and willingness to pay for additional safety measures during travel and at the destination. There are 287 respondents who contributed to this research. The respondents of this study are people who have lived in the territory of Indonesia since at least March 2020 and are at least 18 years old. Research questionnaires were distributed online and analyzed using Partial Least Squares-Structured Equation Modeling (PLS-SEM). The results showed that the greater the intention to travel, the greater the willingness to pay. On the other hand, only attitude and subjective norms have a significant effect on intention to travel. Meanwhile, perceived risk has a positive influence on attitude and perceived behavioral control.