

Pengaruh Crowding dan Perceived Threat COVID-19 terhadap Travel Intention pada Generasi Milenial = The Effect of Crowding and Perceived Threat COVID-19 on Travel Intention in The Millennial Generation

Arica Majdalimahkhairunnisa, author

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Abstrak

Penelitian ini bertujuan untuk menguji apakah crowding dan perceived threat COVID-19 memengaruhi travel intention pada generasi milenial Indonesia. Penelitian ini merupakan penelitian eksperimental between subject design. Partisipan merupakan generasi milenial Indonesia berusia 22 - 40 tahun (N= 160, 98 perempuan dan 62 laki-laki) yang dibagi ke dalam dua kelompok, yaitu kelompok yang mendapat stimulus high crowding dan kelompok yang mendapat stimulus low crowding. Pengujian menggunakan analisis statistik two-way ANOVA untuk melihat perbedaan pengaruh dari variabel crowding dan variabel perceived threat COVID-19 terhadap variabel travel intention. Hasil penelitian ini menemukan bahwa terdapat perbedaan tingkat travel intention yang signifikan antara kedua variasi kelompok crowding. Lebih lengkapnya variasi low crowding memiliki pengaruh yang lebih besar dalam meningkatkan travel intention dibandingkan dengan high crowding pada generasi milenial Indonesia, namun tidak ditemukan adanya peningkatan travel intention dari pengaruh crowding dan perceived threat COVID-19 pada generasi milenial Indonesia.

.....This study aims to test whether crowding and the perceived threat COVID-19 affect travel intention in Indonesia's millennial generation. This research is experimental research between-subjects design. Participants are Indonesian millennials aged 22 - 40 years (N = 160, 98 women and 62 men) who were divided into two groups, namely the group that received high crowding stimulus and the group that received low crowding stimulus. The test used a two-way ANOVA statistical analysis to see the difference in the effect of the crowding and the perceived threat COVID-19 on the travel intention. The results of this study found that there are significant differences in the level of travel intention between the two variations of the crowding group. Furthermore, low crowding variations have a greater influence on increasing travel intention compared to high crowding in the Indonesian millennial generation, but no increase in travel intention was found from the influence of crowding and the perceived threat COVID-19 in the Indonesian millennial generation.