

Pengaruh Risk Communication Message terhadap Travel Intention melalui Risk Perception dan Information Seeking = The Effect of Risk Communication Message towards Travel Intention through Risk Perception and Information Seeking

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Abstrak

Salah satu sektor strategis yang paling terdampak oleh pandemi COVID-19 adalah pariwisata. Berbagai wilayah tujuan pariwisata nasional Indonesia mengalami tantangan ekonomi dan kesulitan yang luar biasa. Penyesuaian strategi komunikasi dibutuhkan demi membantu sektor-sektor terdampak untuk bertahan dan bangun dari kesulitan yang dialami selama pandemi. Penelitian ini bertujuan untuk menguji pengaruh risk communication message terhadap travel intention melalui risk perception dan information seeking.

Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan melakukan survei melalui penyebaran kuesioner terhadap 125 responden secara online untuk mengumpulkan data. Data diolah menggunakan software SPSS & AMOS. Hasil penelitian menunjukkan risk communication message berpengaruh positif terhadap travel intention dan information seeking penerimanya. Risk communication message berpengaruh negatif terhadap risk perception. Selanjutnya risk perception berpengaruh negatif terhadap travel intention. Information seeking berpengaruh positif terhadap travel intention. Berdasarkan hasil penelitian, diketahui bahwa risk communication message secara langsung mempengaruhi travel intention. Selain itu, risk communication message juga mempengaruhi travel intention melalui faktor yang memediasi, risk perception dan information seeking. Faktor-faktor tersebut selanjutnya harus diperhatikan oleh organisasi terkait, seperti pengelola bandara, maskapai penerbangan, travel biro, ataupun perusahaan pemesanan tiket, dalam menarik niat konsumen untuk melakukan perjalanan.

.....Tourism is one of the most affected sectors by the COVID-19 pandemic. Many Indonesia's national tourism destinations were experiencing serious economic challenges and difficulties. Communication strategy adjustment has been deemed necessary to help the affected sectors to survive amid challenging situations due to the pandemic. This study aims to examine the effect of risk communication messages on travel intention through risk perception and information seeking. This study uses a quantitative approach by conducting online surveys to 125 respondents. SPSS & AMOS software used to process the collected data. The results showed that risk communication messages have a positive correlation on the travel intention and information seeking . However, it has negative correlation on risk perception. Furthermore, risk perception has a negative correlation on travel intention. In addition, information seeking has a positive correlation on travel intention. The study also showed that, risk communication messages directly affect travel intention. In addition, risk communication messages also affect travel intention through mediating factors, risk perception and information seeking. These factors must then be considered by related organizations, such as airport managers, airlines, travel agents or ticket booking companies, in attracting consumers to travel.