

Pengaruh COVID-19 Terhadap Sikap dan Niat Perjalanan Wisatawan: Studi Kasus Wisata Camping/glamping di Indonesia Pada Masa Pandemi = The Effect of COVID-19 on Tourist's Travel Attitudes and Travel Intentions: A Case Study of Camping/glamping Tourism in Indonesia During Pandemic Period

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh tiga struktur Theory of Planned Behavior meliputi attitude, subjective norms, dan perceived behavior serta Perception of COVID-19 Risk dan Risk Aversion Attitude dalam keputusan perjalanan wisatawan camping/glamping di Indonesia. Data yang digunakan dalam penelitian ini berjumlah 258 responden yang merupakan penduduk Indonesia yang berusia minimal 17 tahun dan sudah pernah melakukan wisata camping/glamping pada masa pandemi. Penelitian ini menggunakan Structural Equation Modeling (SEM) dalam mengolah data. Hasil penelitian ini menunjukkan bahwa terdapat hubungan positif dari ketiga konstruk TPB serta hubungan pengaruh signifikan negatif dari variabel Risk Aversion Attitude dalam mempengaruhi intensi berwisata kemah/glamping. Namun Perception of COVID-19 Risk tidak terbukti berpengaruh signifikan baik terhadap intensi berwisata maupun sifat berwisata kemah/glamping serta Risk Aversion Attitude tidak terbukti berpengaruh signifikan dengan sifat berwisata kemah/glamping. Hal ini mengindikasikan bahwa adanya perbedaan pandangan akan risiko, dalam hal ini risiko kesehatan.

.....This study aims to determine the effect of the three Theory of Planned Behavior structures including attitude, subjective norms, and perceived behavior as well as Perception of COVID-19 Risk and Risk Aversion Attitudes in travel decisions for camping/glamping tourists in Indonesia. The data used in this study amounted to 258 respondents who are Indonesian residents who are at least 17 years old and have taken camping/glamping tours during the pandemic. This study uses Structural Equation Modeling (SEM) in processing data. The results of this study indicate that there is a positive relationship between the three TPB constructs and a significant negative relationship with the Risk Aversion Attitude variable influencing the intention to go camping/glamping. However, Perception of COVID-19 Risk has not been shown to have a significant effect on both the intention to travel and the nature of camping/glamping tours and Risk Aversion Attitude has not been proven to have a significant effect on the nature of camping/glamping tours. This indicates that there are different views on risk, in this case health risks.