

Pengaruh persepsi risiko terhadap intensi bepergian di masa pandemi covid-19 pada kelompok usia dewasa awal = Pengaruh persepsi risiko terhadap intensi bepergian di masa pandemi covid-19 pada kelompok usia dewasa awal.

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Abstrak

Pandemi COVID-19 yang menyerang hampir seluruh belahan dunia membuat setiap manusia harus mematuhi protokol kesehatan yang mencakup mengurangi kegiatan keluar rumah. Disebabkan karena satu dan lain hal, kelompok usia dewasa awal masih banyak yang bepergian keluar rumah. Peneliti mengajukan bahwa permasalahan ini dapat dijelaskan dengan memahami persepsi risiko individu. Penelitian ini menguji mengenai pengaruh persepsi risiko terhadap intensi bepergian di masa pandemi COVID-19. Dalam penelitian ini, persepsi risiko memiliki lima faktor, yaitu risiko kesehatan, risiko psikologis, risiko keuangan, risiko destinasi, dan risiko perjalanan. Penelitian ini merupakan penelitian korelasional (N = 142) dan menggunakan analisis multiple regression untuk melihat kelima faktor persepsi risiko terhadap intensi bepergian selama pandemi COVID-19 pada kelompok usia dewasa awal (18 – 25 tahun) di daerah Jabodetabek. Hasil penelitian menunjukkan bahwa faktor risiko kesehatan ($\beta = 0.769$, $p = 0.015$), risiko destinasi ($\beta = -0.291$, $p = 0.023$), dan risiko perjalanan ($\beta = -0.598$, $p = 0.009$) memiliki pengaruh terhadap intensi bepergian di masa pandemi COVID-19. Jika dilihat secara keseluruhan, risiko kesehatan, risiko psikologis, risiko keuangan, risiko destinasi, dan risiko perjalanan memiliki pengaruh terhadap intensi bepergian sebesar 13.7% ($F = 4.304$, $p = 0.001$, $R^2 = 0.137$).

.....The COVID-19 pandemic has spread almost all parts of the world has forced everyone to implement health protocols which include reducing activities outside the house. For some reasons, there are still many groups of young adults who travel outside. The researcher proposed that this problem can be explained by understanding their risk perceptions. This study examines the effect of risk perception on travel intention during the COVID-19 pandemic. In this study, risk perception has five factors, including health risk, psychological risk, financial risk, destination risk, and travel risk. This study is a correlational study (N = 142) and uses multiple regression analysis to examine the five risk factors of risk perception on travel intention during the COVID-19 pandemic in the young adult age group (18-25 years) in the Greater Jakarta area. The results showed that health risk factors ($\beta = 0.769$, $p = 0.015$), destination risk ($\beta = -0.291$, $p = 0.023$), and travel risk ($\beta = -0.598$, $p = 0.009$) had an influence on travel intentions in the future. COVID-19 pandemic. When viewed as a whole, health risk, psychological risk, financial risk, destination risk, and travel risk have an influence on travel intention by 13.7% ($F = 4.304$, $p = 0.001$, $R^2 = 0.137$)