

Analisis dampak Pandemi COVID-19 pada niat perilaku terkait perjalanan wisata serta tur berbasis realitas virtual melalui perspektif teori motivasi perlindungan = Analyzing the impact of the COVID-19 Pandemic on travel-related behavioral intentions to In-person and VR-Tours through protection motivation theory perspective

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Abstrak

Coronavirus disease 2019 (COVID-19), pandemi global yang mengancam serius ekonomi global dan kehidupan manusia. Adanya penerapan peraturan oleh pemerintah untuk mengendalikan penyebaran virus COVID-19, dikombinasikan dengan tingkat keparahan dan kompleksitas COVID-19 diketahui berdampak signifikan pada perilaku wisatawan terkait perjalanan. Mengingat faktor risiko pada situasi pandemi, penyampaian layanan yang dimediasi teknologi seperti wisata berbasis virtual reality (VR) dapat dipertimbangkan sebagai alternatif. Penelitian ini bertujuan untuk mengetahui pengaruh pandemi COVID-19 terhadap niat wisatawan menggunakan VR-tour dan kunjungan langsung ke destinasi wisata menggunakan perspektif Protection Motivation Theory. Seiring adanya vaksin COVID-19, penelitian ini juga bermaksud mengkaji potensi vaksin sebagai bentuk proteksi dan pengaruhnya terhadap niat perjalanan. Sebanyak 360 sampel diperoleh melalui survei online menggunakan teknik non-probability dan purposive sampling, kemudian dianalisis menggunakan partial least squares structural equation modeling (PLS-SEM). Temuan menunjukkan perceived susceptibility dan self-efficacy pengunjung terhadap COVID-19 meningkatkan adopsi perlindungan melalui social distancing dan vaksinasi COVID-19. Akibatnya, social distancing meningkatkan niat untuk memanfaatkan wisata berbasis VR dan menurunkan niat perjalanan wisata selama pandemi. Keyakinan pada vaksinasi COVID-19 tidak memengaruhi niat perjalanan. Namun, kedua bentuk proteksi meningkatkan kebutuhan VR-tour yang canggih dan niat advokasi pada VR-tour.

.....Coronavirus disease 2019 (COVID-19), a global pandemic that poses serious threat to the global economy and human life. The implementation of government-imposed regulations to reduce the frequency of occurrences, combined with the severity and complexity of COVID-19, had significantly affect travel behavior. Given the current situation, technology-mediated service delivery, such as virtual reality (VR) tour, offers a viable option. This study aims to determine the influence of the COVID-19 pandemic on how tourists intend to use VR and in-person tours using the Protection Motivation Theory perspective. In light of the COVID-19 vaccine development, this study also intends to examine the potential of the vaccine as a form of protection and its effect on travel intention. The 360 samples were acquired by online surveys using a non-probability and purposive sampling approach, and analyzed using partial least squares structural equation modeling (PLS-SEM). The findings show that visitors' COVID-19 perceived susceptibility and self-efficacy increase their protection adoption through social distancing and COVID-19 vaccination. Consequently, social distancing increases visitors' intent to utilize VR-tour while decreasing in-person tours during the pandemic. COVID-19 vaccination confidence didn't affect travel intention. However, both types of protection enhance demand for advanced VR-tours and advocate for VR-tours.