

Intensi masyarakat muslim Jabodetabek untuk melakukan ibadah umrah di masa pandemi COVID-19 = The intention of muslim society in Jabodetabek to perform umrah during the COVID-19 pandemic

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Abstrak

Tesis ini membahas faktor-faktor yang mempengaruhi intensi masyarakat muslim Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) untuk melakukan ibadah umrah di masa pandemi Covid-19. Kerangka penelitian disusun dengan memodifikasi model Theory of Planned Behavior (TPB) dengan menambahkan konstruk Health Belief Model (HBM) yaitu cognitive risk perception dan affective risk perception ke dalam model untuk menyesuaikan konteks pelaksanaan ibadah umrah di masa pandemi. Penelitian ini dilakukan dengan metode survei melalui kuesioner dan melibatkan 203 responden penelitian. Analisis data dalam penelitian ini menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) yang sebelumnya telah dilakukan pengujian validitas dan reliabilitas. Hasil penelitian menunjukkan bahwa variabel attitude dan perceived behavioral control berpengaruh signifikan dengan hubungan positif terhadap intensi masyarakat Muslim Jabodetabek untuk melakukan ibadah umrah di masa pandemi Covid-19. Sedangkan variabel affective risk perception dengan mediasi perceived behavioral control berpengaruh signifikan dengan hubungan negatif terhadap intensi masyarakat Muslim Jabodetabek untuk melakukan ibadah umrah di masa pandemi Covid-19.

.....This study discusses the factors that influence the intention of muslim society in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) to perform umrah during the Covid-19 pandemic. The research framework was prepared by modifying the Theory of Planned Behavior (TPB) model by adding the constructs of the Health Belief Model (HBM) namely cognitive risk perception and affective risk perception into the model to adjust the context of the implementation of umrah during the pandemic. This research was conducted using a survey method through questionnaire and involved 203 research respondents. Data analysis in this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) which had previously been tested for validity and reliability. The results showed that the attitude variable and perceived behavioral control had a significant effect with positive relation with the intention of Muslim society in Jabodetabek to perform umrah during the Covid-19 pandemic. Meanwhile, the affective risk perception variable with the mediation of perceived behavioral control had a significant and negative relation with the intentions of the Jabodetabek muslim society to perform umrah during the Covid-19 pandemic.