

Pengaruh big 5 personality dan fear of covid-19 terhadap travel anxiety, risk attitude dan travel intention = The effect of big 5 personality and fear of covid-19 towards travel anxiety, risk attitude and travel intention.

Amanda Christina Magdalena Tarihoran, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20528008&lokasi=lokal>

Abstrak

COVID-19 telah menjadi pandemi global dan hal ini menimbulkan rasa ketakutan dalam masyarakat. Rasa takut ini membawa perubahan dalam gaya hidup maupun pengambilan keputusan terkait dengan adanya risiko, khususnya dalam hal berwisata. Perubahan-perubahan ini terjadi berbeda-beda setiap individu, berkaitan dengan bagaimana kepribadian mereka masing-masing. Penelitian ini mengkaji hubungan Big Five Personality terhadap Risk Attitude dan Travel Intention serta pengaruh Fear of Covid terhadap Travel Anxiety, Risk Attitude dan Travel Intention. Penelitian ini dilakukan dengan metode non-probability purposive sampling dengan total 462 orang responden berusia 17 tahun keatas dan sudah pernah atau sedang merencanakan perjalanan wisata selama masa pandemic COVID-19 berlangsung. Partial Least Squares - Structural Equation Modeling (PLS-SEM) digunakan untuk menganalisis penelitian ini dan ditemukan bahwa hubungan antara fear of COVID-19 terhadap travel intention menunjukkan hasil yang signifikan, namun hubungan antara fear of COVID-19 terhadap risk attitude adalah tidak signifikan. Personality juga ditemukan mempengaruhi travel intention baik secara direct maupun indirect, kecuali untuk traits agreeableness dan neuroticism.

.....COVID-19 has become a global pandemic and this creates a sense of fear in society. This fear brings changes in lifestyle and decision making related to risk, especially in terms of traveling. These changes occur differently for each person, related to how their respective personalities are. This study examines the relationship of the Big Five Personality to Risk Attitude and Travel Intention and the effect of Fear of Covid on Travel Anxiety, Risk Attitude and Travel Intention. This research was conducted using a non-probability purposive sampling method with a total of 462 respondents aged 17 years and over and had been or were planning a tourist trip during the COVID-19 pandemic. Partial Least Squares - Structural Equation Modeling (PLS-SEM) was used to analyze this study and it was found that the relationship between fear of COVID-19 and travel intention showed significant results, but the relationship between fear of COVID-19 and risk attitude was not significant. Personality was also found to influence travel intention both directly and indirectly, except for the agreeableness and neuroticism traits.