

Intisari

Penelitian ini menguji pengaruh kerentanan dan keparahan yang dirasakan, efikasi diri, kepercayaan terhadap penyedia layanan destinasi wisata, motivasi untuk menjaga kesehatan, dan usia pada perilaku berwisata selama pandemi COVID-19. Penelitian ini menerapkan teori motivasi perlindungan dalam mengembangkan model penelitian. Jumlah sampel penelitian ini adalah 287 responden. Data dikumpulkan di masa pandemi COVID-19 menggunakan metode survei. Data diuji menggunakan regresi linear berganda dan diolah dengan bantuan perangkat lunak SPSS versi 21.0 *for windows*. Penelitian ini menemukan bahwa kerentanan yang dirasakan, motivasi untuk menjaga kesehatan, dan usia berpengaruh negatif pada perilaku berwisata selama pandemi COVID 19. Keparahannya yang dirasakan, efikasi diri, dan kepercayaan terhadap penyedia layanan destinasi wisata tidak terbukti berpengaruh pada perilaku berwisata selama pandemi COVID-19.

Kata kunci: kerentanan yang dirasakan, keparahan yang dirasakan, efikasi diri, kepercayaan, motivasi, usia, teori motivasi perlindungan, pandemi COVID-19, perilaku berwisata.

Abstract

This study examined the influence of perceived vulnerability and severity, self-efficacy, trust in tourist destination service providers, motivation to maintain health, and age on tourism behavior during the COVID-19 pandemic. This study applies the theory of protection motivation in developing a research model. The number of samples in this study were 287 respondents. Data were collected during the COVID-19 pandemic using a survey method. The data were tested by multiple linear regression using SPSS version 21.0 for windows. This study found that perceived vulnerability, motivation to maintain health, and age had a negative effect on tourism behavior during the COVID-19 pandemic. Perceived severity, self-efficacy, and trust in tourist destination service providers were not proven to have an effect on tourism behavior during the COVID-19 pandemic.

Keywords: perceived vulnerability, perceived severity, self-efficacy, trust, motivation, age, protection motivation theory, COVID-19 pandemic, tourism behavior