

## INTISARI

Hambatan berwisata akibat pandemi telah menciptakan suatu tantangan bagi pariwisata inklusif, khususnya pada masyarakat yang memasuki usia lanjut serta membuka ruang kerentanan baru bagi masyarakat dengan penyakit penyerta, sehingga dapat mengakibatkan terganggunya pemenuhan kebutuhan mereka dalam upaya mencapai kesejahteraan. Penelitian ini bertujuan untuk memahami intensi berwisata individu rentan COVID-19 di masa Adaptasi Baru dengan melihat pengaruh atas faktor personal dan faktor penghambat yang hadir akibat pandemi. Penelitian mengenai intensi berwisata masyarakat rentan COVID-19 di masa Adaptasi Kenormalan Baru perlu untuk dilaksanakan karena: (1) dalam pemulihan sektor pariwisata, diperlukan riset mengenai pergeseran perilaku konsumen agar industri dapat mengembangkan destinasi sesuai dinamika serta terjadi siklus pariwisata yang inklusif; dan (2) masih amat kurangnya literatur mengenai individu dengan kondisi tubuh rentan terhadap COVID-19 sebagai kelompok yang mengalami hambatan untuk berpartisipasi dalam kegiatan berwisata.

Data dikumpulkan dengan survei daring via *WhatsApp Messages* kepada penduduk Kota Administratif Jakarta berusia 46 tahun ke atas, sejak akhir bulan Juni hingga September 2021. SEM PLS digunakan untuk menguji moderasi hambatan berwisata terhadap *Theory of Planned Behavior*. Hasil penelitian mengungkapkan bahwa niat berwisata individu rentan COVID-19 di wilayah Jakarta menunjukkan tingkat tinggi dan dipengaruhi secara langsung oleh norma subjektif, persepsi kontrol perilaku, serta hambatan intrapersonal. Hasil analisis tidak menunjukkan adanya efek moderasi hambatan berwisata terhadap niat berwisata individu dengan kerentanan fisik terhadap COVID-19 di Daerah Khusus Ibukota Jakarta.

**Kata kunci:** COVID-19, hambatan berwisata, niat berwisata, rentan, *Theory of Planned Behavior*

## ***ABSTRACT***

Tourism constraints due to the COVID-19 pandemic have created a challenge for inclusive tourism, especially in terms of older people as well as people with comorbidities, so it could result in the disruption of their well-being fulfillment. This study aims at understanding tourism intentions of people at-risk from COVID-19 during the new normal by examining the influence of personal and inhibiting factors due to the pandemic. Research on the tourism intentions of people at high risk from COVID-19 during the new normal is necessary: (1) because in the recovery of the tourism sector, studies on shifts in consumer behaviors are needed so that the industry can develop destinations dynamically, leading to inclusive tourism sequence; and (2) due to the lack of literature on individuals who are physically susceptible to COVID-19 as a group experiencing barriers to participate in tourism activities.

Data were collected through online surveys via WhatsApp Messages to citizens of five Jakarta cities aged 46 years old and over, since end of June to September 2021. SmartPLS SEM was applied to test the moderating effects of tourism constraints towards Theory of Planned Behavior. The study revealed that tourism intention of people at high risk from COVID-19 was fairly high and directly influenced by subjective norm, perceived behavioral control, as well as intrapersonal constraints. The study did not find any moderating effects of tourism constraints towards the tourism intention of people at high risk from COVID-19 in the Special Capital Region of Jakarta.

*Keywords: COVID-19, tourism constraints, tourism intention; risk; Theory of Planned Behavior*