THE RELATIONSHIP OF RISK PERCEPTIONS AND VISIT INTENTIONS ON JAKARTA TOURIST'S BEHAVIOUR (CASE STUDY OF BALI DURING 2ND PHASE OF COVID-19)

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE RELATIONSHIP OF RISK PERCEPTIONS AND VISIT INTENTIONS ON JAKARTA TOURIST'S BEHAVIOUR (CASE STUDY OF BALI DURING 2ND PHASE OF COVID-19).

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In the beginning of 2020, a highly infectious virus called Coronavirus that started in Wuhan, China hit various parts of the world including Indonesia especially, Jakarta as Jakarta has the highest number of active Coronavirus cases in Indonesia. Unfortunately, the tourism industry became one of the most severely affected sectors. This year, which is 2021, the world has entered the 2nd year of the pandemic Covid-19. However, even though Covid-19 has caused numerous negative impacts for Jakarta citizens, the number of domestic tourist in Bali was starting to increase in the first quarter of this year. Therefore, it raised a question whether is there any relationship between risk perceptions and visit intention towards Jakarta tourist's behaviour during the 2nd year of pandemic. Quantitative research method with online questionnaire as the research instrument was conducted and 380 respondents which consist of Jakarta citizen's and non-citizens who domicile in Jakarta and aged 20 years old and above were participated in this research. Thereafter, the data was analysed using SPSS and the results found that there is a strong negative relationship between risk perceptions and tourist behaviour. Besides, this study also found out that there is strong positive relationship between visit intentions and tourist behaviour.

Keywords: Tourist Behaviour, Risk Perceptions, Visit Intentions, Covid-19, Tourism Industry

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DEDICATION

I dedicate this works for my God, family, and friends for their endless support and Indonesia's Tourism Industry.

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TABLE OF CONTENTS

STATEMENT BY THE AUTHOR **2**

ABSTRACT **3**

DEDICATION **5**

ACKNOWLEDGEMENTS **6**

CHAPTER 1: INTRODUCTION **13**

1.1 Background 13

1.2 Research Problem 18

1.3 Research Questions 20

1.4 Research Objectives 20

1.5 Scope and Limitation 20

1.6 Significance of Study 21

CHAPTER 2: LITERATURE REVIEW **22**

2.1 Framework of Thinking 22

2.2 Tourism 23

2.2.1 Tourism Destination 24

2.3 Tourist Behaviour 27

2.3.1 General Overview 27

2.3.1 Tourist Intention to Visit 31

2.4 Risk Management 33

2.4.1 Risk Perceptions 35

2.4.2 Risk Perceptions in Tourism 36

2.5. Pandemic 39

2.5.1 Covid-19 and its Impacts 39

2.5.2 Crisis 43

2.6 Previous Studies 45

2.7 Research Differences 51

2.8 Research Model 52

2.9 Hypothesis 52

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CHAPTER 3: RESEARCH METHODOLOGY 53
3.1. Type of Study 53
3.2. Unit Analysis 53
3.3. Population and Sampling 54
3.3.1. Sampling Strategies 54
3.3.2. Sample Size 55
3.4. Location and Timeframe of Study 56
3.5. Data Resources and Collection Method 57
3.5.1. Type of Data 57
3.5.2. Data Collection Method 58
3.6. Variable Operationalization 59
3.7. Data Processing Procedure 63
3.7.1. Pre-test 63
3.7.2. Post-test 65
3.8. Data Analysis Technique 66
3.8.1. Classical Assumption Test 66
3.8.2 Inferential Statistic Analysis 68
3.9. Hypothesis Test 68
3.9.1. F-test (ANOVA) 69
3.9.2. T-test 69
CHAPTER 4: RESULTS AND DISCUSSION 70
4.1 Respondent Profile 70
4.1.1 Gender 70
4.1.3 Occupation 71
4.1.4 Income 72
4.1.5 Domicile 72
4.2 Pre-test 73
4.3 Validity Pre-test Result 73
4.2.2 Reliability Pre-test Result 75
4.3 Post-test 76
4.3.1 Validity Post-test Result 76
4.3.2 Reliability Post-test Result 78
4.4 Descriptive Analysis 79

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4.4.1 Consumer Behaviour 79
4.4.2 Risk Perceptions 81
4.4.3 Visit Intentions 84
4.5 Classic Assumption Test 85
4.5.1 Normality Test 85
4.5.2 Heteroscedasticity Test 87
4.5.3 Multicollinearity Test 88
4.6 Inferential Statistic Analysis 89
4.6.1 Multiple Linear Regression 89
4.6 Hypothesis Test 90
4.6.1 F-test (ANOVA) 90
4.6.2 T-test 91
4.7 Hypothesis Test Discussion 92
4.7.1 Hypothesis 1 92
4.7.2 Hypothesis 2 93
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS 95
5.1 Conclusions 95
5.2 Recommendations 96
5.2.1 Recommendations for Governmental Bodies and Organisations 96
5.2.2 Recommendations for Bali's Destination Marketing Organisations (DMOs) and Destination Management Organisations 97
GLOSSARY 100
REFERENCES 101
APPENDIX 121
CURRICULUM VITTAE 139

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TABLE OF FIGURES

Figure 1.1 Monthly Growth of Foreign Tourist 2016-2020 (Source: Kemenparkraf, 2021) 13
Figure 1.2 Foreign Exchange Reserves Indonesia (Period 2009-2013) (Source: Kementrian Pariwisata dan Ekonomi Kreatif, 2015) 14
Figure 1.3 Number of Foreign Tourist Arrivals to Bali, Indonesia from 2011 to 2020 (Source: Hirschmann, 2021) 15
Figure 1.4 Number of Domestic Visitor to Bali by Month 2004-2020 (Source: Badan Pusat Statistik Provinsi Bali, 2021) 15
Figure 2.1 Four Types of Tourist Attract Attractions (Source: Swarbrook, 2001) 26
Figure 2.2 Factors Influencing Buying Behaviour Behaviour (Source: Kotler & Armstrong, 2018) 28
Figure 2.3 Consumer's decision making process adapted from Engel, Kollat, and Blackwell (1968) & Howards and Steth (1969) (Source: Caldito et al., 2015) ... 31
Figure 2.4 The Consumption of Tourism Product by Tourists (Source: Mathieson and Wall, 1982 as cited in Juvan et al., 2017) 33
Figure 2.5 Risk Management Process (Source: Srinivas, 2021) 34
Figure 2.6 The Conceptual Risk Perception Model (Source: Rohrmann, 1998 as cited in Rohrmann, 2008) 35
Figure 2.7 Number of Cumulative Cases of Coronavirus (COVID-19) Worldwide from January 22, 2020 to March 16, 2021(Source: Efflein, 2021). 40
Figure 2.8 Covid-19 Statistic in Indonesia (Source: Gugus Tugas Percepatan Penanganan Covid-19 Republik Indonesia, 2021) 41
Figure 2.9 3M Campaign (Source: Satuan Tugas Penanganan COVID-19, 2021) 43
Figure 2.10 3T Campaign (Source: Satuan Tugas Penanganan COVID-19, 2021) 43
Figure 3.11 Three Tires Element (Source: Ahmadun & Said, 2003). 44
Figure 2.12 Types of Crisis (Source: Ahmadun & Said, 2003) 44
Figure 2.13 Research Model Proposed by the Author (Source: Author, 2021) 52
Figure 3.1 Sampling Techniques (Source: Taherdoost, 2016) 54
Figure 4.1 Gender of Respondents 70

SWISS GERMAN UNIVERSITY

Figure 4.2 Age of the Respondents 70
Figure 4.3 Occupation of the Respondents 71
Figure 4.4 Income of the Respondents 72
Figure 4.5 Domicile of the Respondents 72
Figure 4.6 Reliability Pre-test Results for Tourist Behaviour (Source: SPSS, 2021) .. 75
Figure 4.7 Reliability Pre-test Results for Risk Perceptions (Source: SPSS, 2021) 76
Figure 4.8 Reliability Pre-test Results for Visit Intentions (Source: SPSS, 2021) 76
Figure 4.9 Reliability Post-test Results for Tourist Behaviour (Source: SPSS, 2021) 78
Figure 4.10 Reliability Post-test Results for Risk Perceptions (Source: SPSS, 2021) 79
Figure 4.11 Reliability Post-test Results for Visit Intentions (Source: SPSS, 2021) ... 79
Figure 4.12 Histogram Graph (Source: SPSS, 2021) 86
Figure 4.13 Data Distribution in P-Plot (Source: SPSS, 2021) 87
Figure 4.14 Scatterplot of Heteroscedasticity Test (Source: SPSS, 2021) 88

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TABLE OF TABLES

Table 2.1 Previous Study 45
Table 3.1 Timeframe of study 56
Table 3.2 Variable Operationalization 59
Table 3.3 Cronbach's Alpha Reliability Coefficient 65
Table 4.1 Tourist Behaviour Validity Pre-test Result 74
Table 4.2 Risk Perceptions Validity Pre-test Result 74
Table 4.3 Visit Intentions Validity Pre-test Result 75
Table 4.4 Tourist Behaviour Validity Post-test Result 77
Table 4.5 Risk Perceptions Validity Post-test Result 77
Table 4.6 Visit Intentions Validity Post-test Result 78
Table 4.7 Descriptive Analysis for Y Tourist Behaviour 79
Table 4.8 Descriptive Analysis for X1 Risk Perceptions 81
Table 4.9 Descriptive Analysis for X2 Visit Intentions 84
Table 4.10 Descriptive Statistics of Skewness and Kurtosis 85
Table 4..11 Heteroscedasticity Test using Park Test 87
Table 4.12 Multicollinearity Test 88
Table 4.13 Model Summary 89
Table 4.14 Multiple Linear Regression Test Result 90
Table 4.15 F-test Result 91
Table 4.16 T-test Result 92

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