

ABSTRAK

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Pengaruh Risiko dan Kendala Yang Dirasakan Terhadap Mengunjungi Kembali, serta Peran Mediasi Citra Destinasi Bali Setelah *Covid-19* pada Wisatawan di Jabodetabek serta Tinjauan dari Sudut Pandang Islam

124 halaman + 20 tabel + 6 gambar, dan 6 lampiran

Abstrak

Penelitian ini bertujuan mengetahui pengaruh risiko yang dirasakan, kendala yang dirasakan terhadap mengunjungi kembali serta peran mediasi citra destinasi Bali setelah *Covid-19* pada wisatawan di Jabodetabek serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini adalah 165 wisatawan di Jabodetabek yang pernah mengunjungi Bali. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode *survey* dengan instrumen berupa kuesioner. Metode analisis data yang digunakan yaitu metode SPSS dan *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) risiko yang dirasakan berpengaruh negatif dan signifikan terhadap citra destinasi (2) kendala yang dirasakan berpengaruh negatif dan signifikan terhadap citra destinasi (3) risiko yang dirasakan berpengaruh negatif dan signifikan terhadap mengunjungi kembali (4) kendala yang dirasakan berpengaruh negatif dan signifikan terhadap mengunjungi kembali (5) citra destinasi berpengaruh positif dan signifikan terhadap mengunjungi kembali (6) citra destinasi dapat memediasi pengaruh risiko yang dirasakan terhadap mengunjungi kembali (7) citra destinasi dapat memediasi pengaruh kendala yang dirasakan terhadap mengunjungi kembali. Dalam pandangan Islam apabila ingin mengunjungi kembali suatu destinasi wisata, Islam mengajarkan untuk meminimalisir risiko dan kendala yang dirasakan dengan mempertimbangkan *maslahat* yang ada. Citra destinasi di Bali setelah *Covid-19* telah menerapkan prinsip-prinsip syariah dengan senantiasa menjalankan protokol kesehatan yang ada.

Kata kunci : Risiko Yang Dirasakan, Kendala Yang Dirasakan, Citra Destinasi, Mengunjungi Kembali, Islam.

ABSTRACT

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The Effect of Perceived Risks and Constraints on Revisit Intentions, as well as The Mediation Role of Bali Destination Image After Covid-19 on Tourists in Jabodetabek and Overview from an Islamic Perspective.

124 pages + 20 tables + 6 pictures, and 6 attachments

Abstract

This study aims to determine the effect of perceived risk, perceived constraints on revisit intention, as well as the mediation role of Bali destination image after Covid-19 on tourists in Jabodetabek and overview from an Islamic perspective. The sample in this study were 165 tourists in Jabodetabek who had visited Bali. The sampling technique used is purposive sampling. Data were collected using a survey method with an instrument in the form of a questionnaire. The data analysis method used is the SPSS method and Partial Least Square Structural Equation Modeling (PLS-SEM). The results showed that (1) the perceived risk had a negative and significant effect on the destination image (2) the perceived constraints had a negative and significant effect on the destination image (3) the perceived risk had a negative and significant effect on revisit intention (4) the perceived constraints had a negative and significant effect on revisit intention (5) destination image has a positive and significant effect on revisit intention (6) destination image can mediate the effect of perceived risk on revisit intention (7) destination image can mediate the effect of perceived constraints on revisit intention. In the view of Islam, if you want to revisit a tourist destination, Islam teaches you minimize the perceived risks and perceived constraint by considering the existing benefits. The image of the destination in Bali after Covid-19 has implemented syariah principles by always carrying out the existing health protocols.

Keywords : Perceived Risk, Perceived Constraints, Destination Image, Revisit Intention, Islam.