

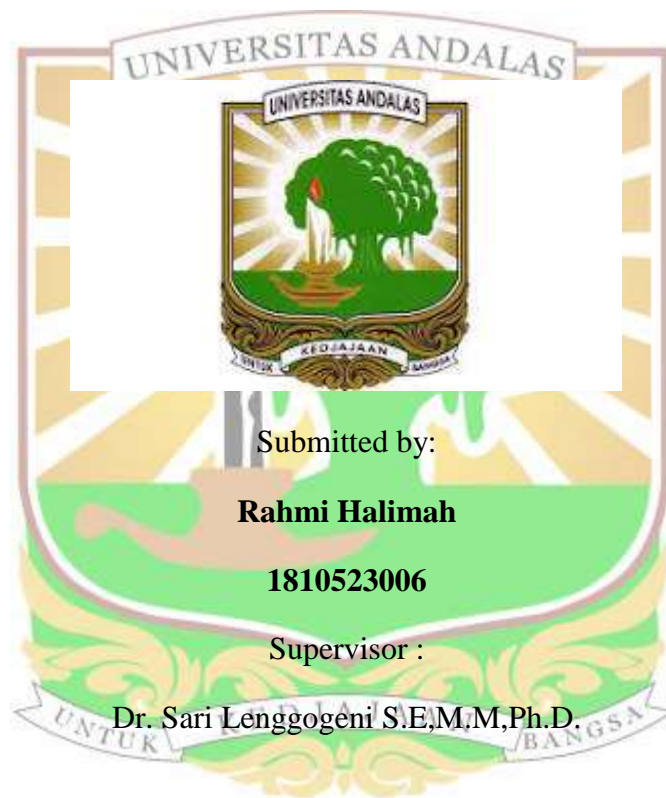
**The Influence of Threat Severity, Threat Susceptibility and Travel Fear
toward Tourist Protective Behaviour during COVID-19 Pandemic**

THESIS

Thesis is submitted to fulfill the requirements for a bachelor degree in

Management Department – Faculty of Economics and Business

Andalas University



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The Influence of Threat Severity, Threat Susceptibility and Travel Fear toward Tourist Protective Behaviour during COVID-19 Pandemic.

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ABSTRACT

At the end of December 2019 in the city of Wuhan, the China World Health Organization found a new virus that spread very rapidly it's called COVID-19 virus. All sector have changed during the COVID-19 pandemic especially tourism sector. Covid-19 changes tourist behaviour while travelling. This study aims to explore the influence of threat severity, threat susceptibility and travel fear toward tourist protective behaviour during COVID-19. This study applied quantitative exploratory with online survey technique. In this study, the questionnaire was administered to 350 domestic tourist. The indicator were employed to adress their threat severity, threat susceptibility and travel fear toward protective behaviour during COVID-19 pandemic. This study found that threat severity has a positive influence toward protective behaviour. Threat susceptibility has a negative result influence toward protective behaviour. The result also showed when travel fear is equipped as mediating variable, it's significantly influences protective behaviour, however in positive influence.

Keywords: *Tourist Protective Behaviour, Covid-19 Pandemic, Travel Fear, Threat Severity, Threat Susceptibility.*

This thesis is already examined and passed on March 21st, 2021. This abstract already approved by supervisor and examiners:

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