

# CHAPTER I

## INTRODUCTION

### 1.1. Research Background

At the end of December 2019 in the city of Wuhan, the China World Health Organization found a new virus that spread very rapidly. This virus was identified in early January 2020, this virus is called the Corona virus (WHO, 2021). According to data from the epidemiology of the Corona virus or COVID-19, it is a disease that occurs through the process of transmitting respiratory droplets due to direct contact with COVID-19 sufferers or through contact with objects that have been used by COVID-19 sufferers (Al-Rasheed, 2020).

According to Embarek, (2021) confirms that after conducting research the WHO team found four schemes for how COVID-19 can transfer to the human body. The first scheme is that someone who eats bat soup is suspected of being a carrier of COVID-19 and transmitting it to other humans. The second scheme is the possibility of transmission through animals that have the potential to carry viruses such as pangolins. The third scheme, according to Chinese state experts, states that the COVID-19 cluster occurs in food or beverage products imported from countries outside China. The fourth scheme of the COVID-19 virus leaked from laboratories in China. According to WHO,(2022) until the mid of march 2022 there are 462,758,117 cases confirmed worldwide with total global 6.056.725 deaths, in Indonesia there are 5,939,082 the total mortality is 153,212.

From the data on the increasing number of cases, World Health Organization (WHO) officially declared COVID-19 as a pandemic on March 9, 2020. It means the corona virus has spread widely in the world. Increasing cases of COVID-19, several conditions have decided to do lockdown or restrictions to prevent the spread of COVID-19 cases. Due to the restrictions issued by the government, all aspects have changed during the COVID-19 pandemic. The restrictions that occur make people's movements limited and affect individual freedom when doing activities in contrast to the situation before the pandemic (Al-Rasheed, 2020).

On the other hand, the restrictions imposed by the government during the pandemic had an impact on the economic sector. In fact many companies and industries suffered losses and went bankrupt. This all happened because the company was unable to pay the operational costs to run the company due to declining revenues. In pandemic conditions several countries are facing economic problems such as decreasing revenue state. According to Mulyani, (2021) ministry of finance said Indonesia's state revenue before the COVID-19 pandemic in 2019 was Rp. 1,960.6 trillion and Indonesia's state revenue in 2020 was Rp. 1633.6 trillion. Based on data from the ministry of finance Indonesia's state revenue decreased by 16.7%.

The tourism sector is one of the largest contributors of foreign exchange in Indonesia (Elmira, 2019). The number of foreign tourists visiting Indonesia in 2019 was 16,108,600 visits and in 2020 it was 4,052,923 (Kemenparekraf, 2020). There was a decrease of 74.84% due to the COVID-19 pandemic. This is one of the factors causing losses to businesses engaged in tourism. The significant

decline in the number of tourists that occurred during the pandemic resulted in losses to airlines, hotels and tourist attractions. In contrast to other businesses sectors, the government realizes that the tourism sector business will suffer losses due to unsold and unmarketable accommodations in the following year with implications for employment (Gössling et al., 2020).

Furthermore pandemic also has an impact on behavioural changes in society. Where the citizen is increasing self-protection during the pandemic. Differences in changes in behaviour have been implemented by an individual since the government issued regulations to reduce non-essential activities outside the home and conduct socialization of healthy living during the pandemic (Zheng, 2021). According to Al-Rasheed, (2020) the government urges self-protection behaviour during the pandemic to be carried out by all levels of society because every individual has the right and obligation to reduce the spread of the COVID-19 virus. Self-protection during the pandemic is getting used to wearing masks when in public places, maintaining distance, washing hands, and implementing a healthy lifestyle. For tourists who travel they must self-isolate and reduce social gatherings for 7-14 days to ensure that individuals do not carry the virus during the travel (Harper et al., 2020).

In the theory of protection motivation by Rogers, (1975) protective behaviour exists because there is a factor from the threat felt by an individual. In the theory of protection motivation there is a threat appraisal construct, namely the threat of severity and the threat of susceptibility. According to Wang et al., (2019) when tourists feel a threat that comes from severity and susceptibility, tourists will be

motivated to do protective behaviour. Individuals who have a high severity and level of susceptibility to being infected with the COVID-19 virus will take preventive measures by protecting themselves from being infected with the virus (Al-Rasheed, 2020). In previous studies Ruan et al., (2020) found that the threat of susceptibility and the severity of the threat during a pandemic affect the protective behaviour of tourists.

In addition the severity and susceptibility of the threat during the COVID-19 pandemic affect the travel fears of tourists. An individual will be threatened when experiencing fear. Based on Çakar, (2021) fear can arise as a result of information obtained through other people and bad experiences on previous trips. According to Schimmenti et al., (2020) the severity of the threat of transmission and the number of deaths from the COVID-19 virus causes tourists to be afraid to travel. The threat of severity and the threat of susceptibility perceived by tourists during a pandemic will increase the fear of traveling (Zheng et al., 2021)

In the context of tourism, it was found that tourists experienced fear during the trip caused by the fear of being exposed to the risk of contracting the COVID-19 virus. The fear that is felt causes a sense of worry , insecurity and anxiety (Zheng et al., 2021). Fear naturally unwittingly produce negative emotions. Tourists will feel negative emotions when traveling during a pandemic (Lenggogeni, 2016). The fear of traveling during the pandemic changes the behaviour of tourists in traveling to be more protective. Taking preventive measures by increasing self-protection is to overcome tourist fear (Fennell, 2017). Tourists will perform self-protection when traveling starting with the preparation of personal protective

equipment when traveling by preparing masks, hand sanitizer, and vitamins. During the trip tourists do self-protection by keeping their distance, washing their hands, and always using masks. After traveling tourists will do tracing to ensure they are protected from the virus. According to Kowalski & Black, (2021) an individual will have the motivation to carry out protective behaviour during a pandemic because of the fear of being exposed to the COVID-19 virus.

Based on the explanations and opinions above, the researchers are interested in conducting further research on how the influence of tourist protective behavior on Indonesian tourism objects. This research focuses on threat severity, threat susceptibility and travel fear as independent variables with the title *"The Influence of Threat Severity ,Threat Susceptibility and Travel Fear Toward Protective Behavior During COVID-19 Pandemic"*

## **1.2. Problem Statement**

Based on the description on the background, the problem can be formulated as follow:

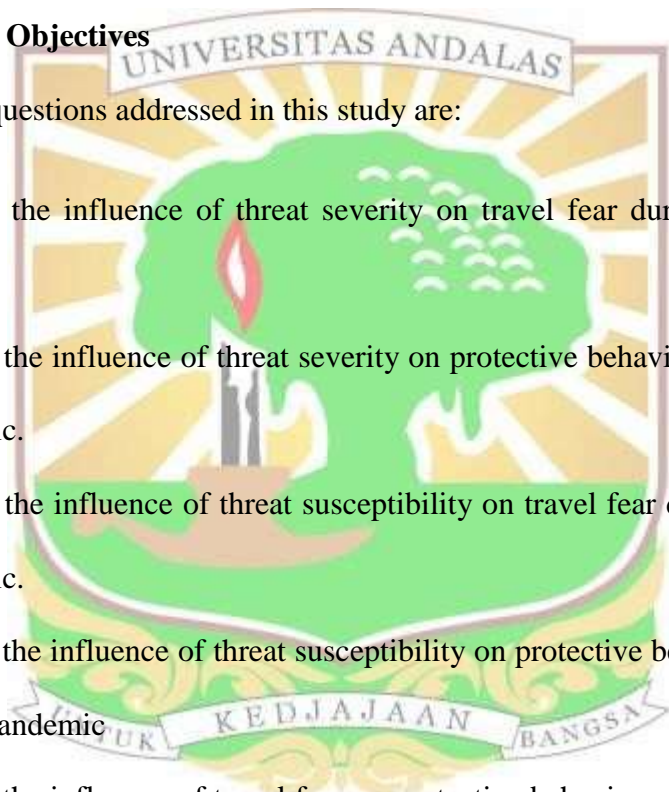
1. How does the threat severity influence travel fear during COVID-19 pandemic?
2. How does the threat severity influence protective behaviour during COVID-19 pandemic?
3. How does the threat susceptibility influence travel fear during COVID-19 pandemic?
4. How does the threat susceptibility influence protective behaviour during COVID-19 pandemic ?

5. How does the travel fear influence protective behaviour during COVID-19 pandemic?
6. How does the travel fear mediated threat severity influence protective behaviour during COVID-19 pandemic?
7. How does the travel fear mediated threat susceptibility influence protective behaviour COVID-19 pandemic

### 1.3. Research Objectives

The research questions addressed in this study are:

1. To analyze the influence of threat severity on travel fear during COVID-19 pandemic.
2. To analyze the influence of threat severity on protective behaviour of COVID-19 pandemic.
3. To analyze the influence of threat susceptibility on travel fear during COVID-19 pandemic.
4. To analyze the influence of threat susceptibility on protective behaviour during Covid-19 pandemic
5. To analyze the influence of travel fear on protective behaviour during COVID-19 pandemic.
6. To analyze the influence of threat severity on protective behaviour during COVID-19 pandemic mediated with travel fear.
7. To analyze the influence of threat susceptibility on protective behaviour during COVID-19 pandemic mediated with travel fear.



## **1.4. Research Benefit**

### **1.4.1. Theoretical Benefit**

This research is expected to be able to provide ideas, input and references for the development of science regarding threat severity, threat susceptibility, travel fear and this research can be used by tourists on how to behave in self protection during COVID-19 pandemic.

### **1.4.2. Practical Benefit**

This research is expected to provide insight and information for tourists in dealing with threats, travel fears and ways to protect themselves during the COVID-19 pandemic.

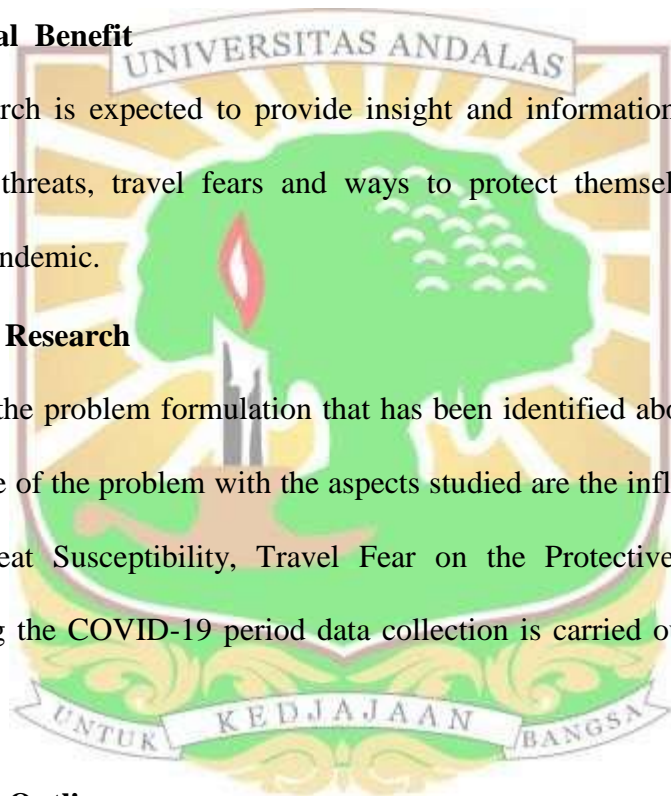
## **1.5. Scope of Research**

Based on the problem formulation that has been identified above, the authors limit the scope of the problem with the aspects studied are the influence of Threat Severity, Threat Susceptibility, Travel Fear on the Protective Behaviour of tourists during the COVID-19 period data collection is carried out on Indonesia tourists.

## **1.6. Research Outline**

### **Chapter 1 : Introduction**

It is a chapter consisting of research background, problem formulation, research objectives, research benefits, research scope and writing systematics. It's limit the problem to identify factors influencing threat severity , threat susceptibility and travel fear in order to understand its influence on protective



behaviour. The detailed explanation is then provided within the context of this research COVID-19 pandemic and the target is Indonesia tourist who have traveled for the last 2 years.

## **Chapter II : Literature Review**

This chapter discusses the theories related to the research to be carried out. As well as discussing some existing research, developing hypotheses and conceptual framework models that are guided in the stages of data processing.

## **Chapter III : Research Method**

This chapter discusses the research design, population and samples to be taken, methods of data collection, existing instruments in research, testing of variables and operational variables, analytical methods used and hypothesis testing.

## **Chapter IV: Analysis and Discussion**

In this chapter, we will discuss the results of the process of distributing research questionnaires, general descriptions of the respondents studied and the analysis of the data used to test hypotheses.

## **Chapter V : Conclusion**

The contents of this chapter are the conclusions that can be drawn from the research, the implications of the research results as well as the limitations of this research as well as suggestions.



