

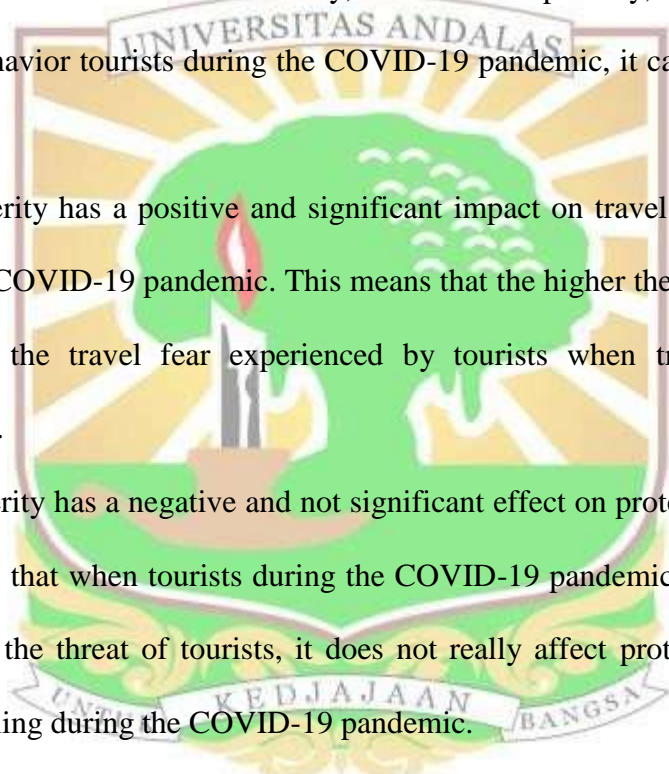
CHAPTER V

CONCLUSION

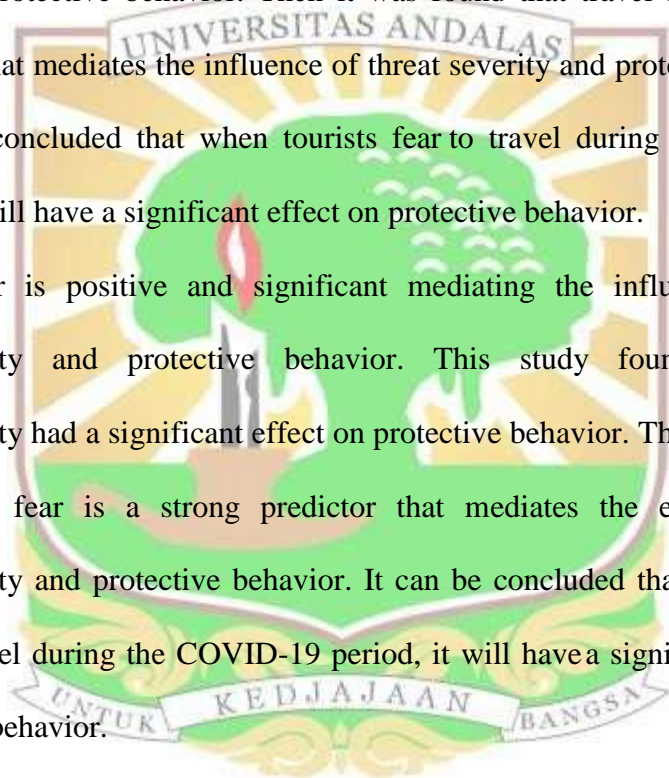
1.1 Research Conclusion

Based on the results of the SEM (Structural Equation Modelling) using SmartPLS and the results of the research described previously in chapter IV regarding the effect of Threat Severity, Threat Susceptibility, Travel Fear on Protective Behavior tourists during the COVID-19 pandemic, it can be concluded that :

1. Threat severity has a positive and significant impact on travel fear of tourists during the COVID-19 pandemic. This means that the higher the threat severity, the higher the travel fear experienced by tourists when traveling during COVID-19.
2. Threat severity has a negative and not significant effect on protective behavior. This means that when tourists during the COVID-19 pandemic experience the severity of the threat of tourists, it does not really affect protective behavior when traveling during the COVID-19 pandemic.
3. Threat susceptibility has a positive and significant impact on travel fear during the COVID-19 pandemic. This means that the higher the threat susceptibility will affect the travel fear of tourists when traveling.
4. Threat susceptibility has a positive and significant effect on protective behavior. This means that the higher the threat susceptibility, the higher the protective behavior of tourists during the COVID-19 pandemic.



5. Travel Fear has a positive and significant impact on the protective behavior of tourists during the COVID-19 pandemic. This means that when tourists experience travel fear, tourists will increase their protective behavior to protect themselves from COVID-19 during their trip.
6. Travel fear positive and significant mediates the influence of threat severity and protective behavior. This study found that threat severity has a significant effect on protective behavior. Then it was found that travel fear is a strong predictor that mediates the influence of threat severity and protective behavior. It can be concluded that when tourists fear to travel during the COVID-19 period, it will have a significant effect on protective behavior.
7. Travel fear is positive and significant mediating the influence of threat susceptibility and protective behavior. This study found that threat susceptibility had a significant effect on protective behavior. Then it was found that travel fear is a strong predictor that mediates the effect of threat susceptibility and protective behavior. It can be concluded that when tourists fear to travel during the COVID-19 period, it will have a significant effect on protective behavior.



5.2. Research Implication

After the researchers conducted the research, the results and discussions were obtained which could be used as implications for the tourism sector which includes academics and management. The implications are as follows :

1. Academics :

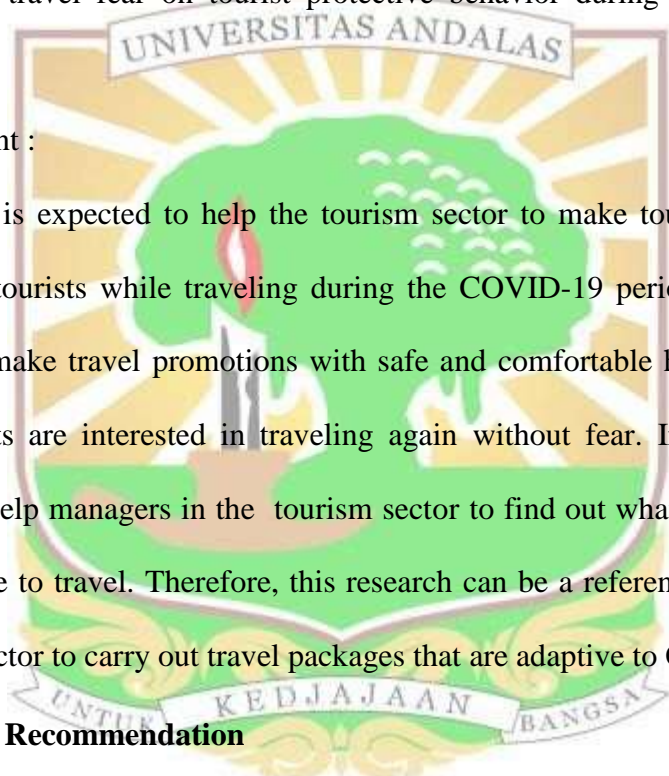
This research is expected to provide information about tourists in responding to threat severity and threat susceptibility while traveling during the COVID-19 period. During the pandemic, which does not know when it will end, tourists are afraid to travel. This study also examines protective behavior to determine tourist behavior when traveling. This research also provides benefits for increasing knowledge to increase insight about the effect of threat severity, threat susceptibility, travel fear on tourist protective behavior during the COVID-19 pandemic.

2. Management :

This research is expected to help the tourism sector to make tourism marketing strategies by tourists while traveling during the COVID-19 period. This allows marketers to make travel promotions with safe and comfortable health protocols so that tourists are interested in traveling again without fear. In addition, this research can help managers in the tourism sector to find out what makes tourists feel vulnerable to travel. Therefore, this research can be a reference for actors in the tourism sector to carry out travel packages that are adaptive to COVID-19.

5.3. Research Recommendation

1. In order to represent respondents throughout Indonesia and accurate data The researcher suggests processing data with more respondents.
2. For further research in order to be able to add a variable the influence of emotions on travel fear. To find out the impact of emotions that make tourists afraid to travel.



3. Further research is recommended to take respondents from abroad as a reference and see comparisons with respondents from Indonesia.
4. For the tourism industry sector, researchers suggest paying attention to health protocols at tourist destinations and making tourists feel comfortable and safe and want to return to travel during the COVID-19 period.

