

**THE INFLUENCE OF TOURIST EXPERIENCE, PERCEIVED RISK, AND
TRAVEL CONSTRAINTS TOWARD TOURIST BEHAVIOR FOR ROAD
TRIP IN THE POST COVID -19 PANDEMIC STAGE**

THESIS

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The Influence of Tourist Experience Perceived Risk, and Travel Constraints Toward Tourist Behavior For Road Trip In The Post COVID-19 Pandemic Stage

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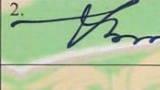
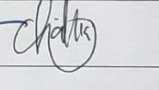
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ABSTRACT

The tourism and hospitality industries in the post-COVID-19 era are currently recovering after two years struck the tourism industry severely. During the COVID-19 pandemic, the country made it difficult for tourists; there were many terms and conditions to be able to travel, and tourist behavior also changed. In the future, road trips are expected to increase because tourists will have more time to do a road trip after the very severe COVID-19 virus attack. This makes tourists feel unsafe and uncomfortable when traveling. Thus, this study investigates how tourist experience, perceived risks, and travel constraints influence travel behavior, which is critical for many destinations in post-crisis recovery. This study obtained data through a distributed online questionnaire and used SEM PLS to analyze the data. This study obtained data by distributing questionnaires online, the amount of data collected was 240 respondents and processed using SEM PLS. The finding from this study is that tourist experience and perceived risk have a positive and significant impact on tourist behavior, and travel constraints have a positive and insignificant impact on tourist behavior.

Keywords : Tourist Experience, Perceived Risk, Travel Constraints, COVID-19 Epidemic, Tourist Behavior

This thesis is already examined and passed on July 13th, 2023. This abstract already approved by supervisor and examiners:

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