

ABSTRAK

COVID-19 membuat banyak perubahan dan dampak di hampir semua sektor salah satunya pada sektor pariwisata. Pariwisata dunia mengalami kertepurukan karena segala kegiatan di dalamnya terhenti akibat COVID-19. Bali merupakan pariwisata favorit di Indonesia yang diminati oleh wisatawan lokal hingga internasional ikut terdampak, penurunan wisatawan pada tahun 2020 dan 2021 sangat drastis dibandingkan dengan tahun sebelumnya yang terus mengalami kenaikan. Penelitian ini bertujuan untuk mengetahui pengaruh faktor-faktor dari minat seperti *attitude*, *perceived behavioral control*, dan *subjective norms*, serta faktor lainnya yaitu *social media influence* dan *healthcare system* terhadap *revisit intention* wisatawan pasca pandemi ke destinasi wisata di Bali. Populasi dalam penelitian ini tidak terhingga dari wisatawan yang pernah mengunjungi Bali dan jumlah sampel sebanyak 138 yang ditentukan menggunakan *software* G Power Statistic. Adapun teknik pengumpulan data yang dilakukan menggunakan kuesioner dan olah data dengan teknik analisis SEM-PLS menggunakan *software* SPSS dan SmartPLS.

Kata Kunci: Attitude, Perceived Behavioral Control, Subjective Norms, Social Media Influence, Healthcare System, Revisit Intention



ABSTRACT

COVID-19 has made many changes and impacts in almost all sectors, one of which is the tourism sector. World tourism is experiencing a slump because all activities in it have been stopped due to COVID-19. Bali is a favorite tourism in Indonesia which is in demand by local and international tourists who are also affected, the decline in tourists in 2020 and 2021 is very drastic compared to the previous year which continued to increase. This study aims to determine the influence of factors of interest such as attitude, perceived behavioral control, and subjective norms, as well as other factors, namely social media influence and the healthcare system, on post-pandemic tourist revisit intentions to tourist destinations in Bali. The population in this study is infinite from tourists who have visited Bali and the number of samples is 138 which was determined using the G Power Statistics software. The data collection techniques were carried out using questionnaires and data processing with SEM-PLS analysis techniques using SPSS and SmartPLS software.

Keywords: Attitude, Perceived Behavioral Control, Subjective Norms, Social Media Influence, Healthcare System, Revisit Intention

