

**MODEL PENGEMBANGAN PARIWISATA TERPADU PADA ERA PANDEMI  
MELALUI PERANAN *VIRTUAL REALITY EXPERIENCE* DAN CITRA DESTINASI  
(Kajian Penelitian di Pulau Belitung, Indonesia)**

**DISERTASI**

**Diajukan untuk memenuhi syarat memperoleh gelar Doktorat Ilmu Manajemen**



**Oleh**

**Echo Perdana Kusumah**

**NIM 1906831**

**PROGRAM STUDI  
S3 ILMU MANAJEMEN  
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
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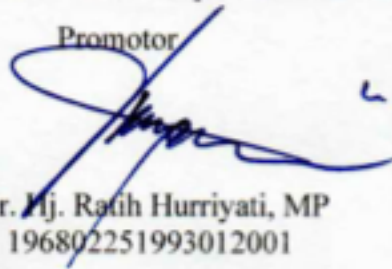
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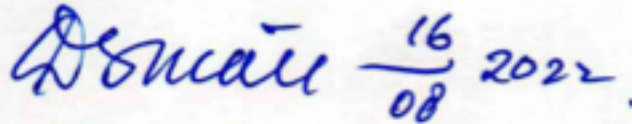
Promotor



16/08/2022

Prof. Dr. Hj. Ratih Hurriyati, MP  
NIP. 196802251993012001

Kopromotor



16/08/2022

Prof. Dr. H. Disman, MS  
NIP. 195902091984121001

Anggota

15/08/22



Prof. Dr. Vanessa Gaffar, SE.Ak. MBA  
NIP. 197403072002122005

Mengetahui,

Ketua Program Studi S3 Manajemen

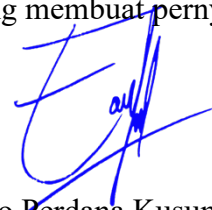


Dr. Maya Sari, S.E., M.M.  
NIP. 197107052002012001

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Echo Perdana Kusumah  
NIM 1906831

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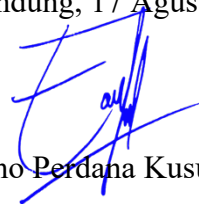
Puji syukur penulis panjatkan kepada Allah SWT sang pencipta bumi dan langit beserta isinya yang telah memberikan ridhonya, sehingga penulis akhirnya dapat menyelesaikan disertasi ini dan artikel jurnal bereputasi internasional tepat pada waktunya. Penulis yang bodoh dan lemah ini menyadari bahwa tanpa ada jalan kemudahan yang diberikan oleh Allah SWT yang disampaikan kepada berbagai pihak yang bersangkutan, maka penyelesaian disertasi dan artikel tersebut tidak akan terealisasi sama sekali. Berdasarkan hal tersebut, dengan ketulusan dan kerendahan hati, penulis mengucapkan terimakasih dan apresiasi yang tinggi kepada:

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motivasi serta kenyamanan yang *exclusive* selama masa perkuliahan, rekan-rekan perkuliahan yang telah memberikan motivasi, dan para responden yang telah bersedia mengisi instrumen penelitian ini sehingga penulis dapat menyelesaikan disertasi ini tepat pada waktunya.

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Bandung, 17 Agustus 2022

A handwritten signature in blue ink, appearing to be 'E. Kusumah', written over a large, stylized blue 'E'.

Echo Perdana Kusumah

## ABSTRAK

Industri pariwisata menjadi salahsatu kegiatan perekonomian yang vital di Indonesia, terbukti dengan adanya pembentukan Kawasan Ekonomi Khusus (KEK) Pariwisata. Akan tetapi wabah penyakit Covid-19 menjadi salahsatu penghalang kegiatan wisata tersebut, sehingga memunculkan alternatif berpariwisata melalui teknologi virtual reality. Tujuan dari penelitian ini adalah untuk menganalisis peran *Virtual Reality Experience* (VRE), motivasi perjalanan, kendala perjalanan, persepsi risiko dan citra destinasi dalam mendorong niat berkunjung kembali pada masa pandemi Covid-19. Metode penelitian ini bersifat kuantitatif dan responden penelitian ini adalah wisatawan Indonesia yang sudah pernah berkunjung ke destinasi wisata Pulau Belitung. Teknik pengambilan sampel menggunakan metode *convenience sampling* sejumlah 525 sampel serta dianalisis menggunakan model persamaan struktural (SEM). Temuan menunjukkan bahwa kemanfaatan dan kemudahan VRE secara positif mempengaruhi citra destinasi dan niat berkunjung kembali, menyiratkan bahwa dengan menggunakan alat berupa VR *box*, komputer, atau *smartphone* melalui video yang diupload via media youtube dapat meningkatkan citra destinasi dan keinginan wisatawan untuk mengunjungi kembali destinasi wisata Pulau Belitung. Pengoperasian teknologi VR masih perlu ditingkatkan karena masih tergolong teknologi baru yang perlu penyesuaian terlebih dahulu pada masa pandemi Covid-19. Motivasi dorongan wisatawan, seperti keinginan bersantai, kegembiraan, petualangan, dan hiburan, ditemukan memiliki pengaruh positif pada citra destinasi dalam penelitian ini. Faktor hiburan merupakan faktor motivasi tertinggi, sehingga perlu menyediakan aktivitas dan infrastruktur wisata yang mendukung indikator hiburan. Selain itu, kendala perjalanan dapat dinegosiasikan oleh para wisatawan sehingga dapat meningkatkan niat berkunjung kembali. Persepsi risiko dapat memoderasi motivasi perjalanan dan citra destinasi terhadap niat berkunjung kembali. Kemudian, penelitian ini juga menemukan bahwa citra destinasi dapat memediasi VRE dan motivasi perjalanan terhadap niat berkunjung kembali. Studi ini menunjukkan nilai *virtual reality* dalam situasi seperti pandemi Covid-19 atau pandemi serupa lainnya untuk membantu meningkatkan citra destinasi wisata.

**Kata kunci:** *virtual reality experience*, motivasi perjalanan, kendala perjalanan, persepsi risiko, citra destinasi, niat berkunjung kembali

## **ABSTRACT**

*The tourism sector is one of Indonesia's most important economic activities, as indicated by the establishment of a Special Economic Zone for Tourism. The Covid-19 disease outbreak, on the other hand, has become one of the impediments to these tourism activities, giving rise to alternative tourism via virtual reality technologies. This study's objective was to investigate the role of Virtual Reality Experience (VRE), travel motivation, travel constraints, risk perception, and destination image on revisit intentions during the Covid-19 period. This research method is quantitative, and the respondents are Indonesian visitors who have visited the tourism destinations on Belitung Island. Using convenience sampling, a total of 525 samples were collected and analysed using a structural equation model (SEM). The findings indicate that the benefits and convenience of VRE positively affect the image of the destination and the intention to return, implying that using a tool in the form of a VR box, computer, or smartphone through videos uploaded via YouTube media can improve the image of the destination and tourists' desire to revisit tourist destinations on the Belitung Island. During the Covid-19 pandemic, the operation of VR technology must be enhanced because it is still a new technology that must be adjusted initially. This study indicated that tourist motivations, such as the desire for relaxation, excitement, adventure, and entertainment, had a beneficial effect on the image of the destination. It is vital to provide tourism activities and infrastructure that support entertainment indicators since the entertainment component is the most influential motivator. In addition, tourists might negotiate travel restrictions to boost their intention to return. Perception of risk can moderate travel motivation and destination image in relation to the likelihood of a return visit. This study also discovered that destination image can mediate the effects of VRE and travel motivation on the intention to return. This study reveals how virtual reality can assist improve the image of a tourist destination in instances like the Covid-19 pandemic or other comparable pandemics.*

**Keywords:** *virtual reality experience, travel motivation, travel constraints, perceived risk, destination image, revisit intention*

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DAN CITRA DESTINASI  
(Kajian Penelitian di Pulau Belitung, Indonesia)**

Oleh  
Echo Perdana Kusumah

Bachelor of Science (B.Sc) Degree in Management, Universiti Sains Malaysia, 2007  
Master of Science (M.Sc) Degree in Management, Universiti Utara Malaysia 2009

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor  
Ilmu Manajemen (Dr.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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