

**ANALISIS FAKTOR KEPERIBADIAN WISATAWAN, SIKAP WISATAWAN, KONDISI SOSIAL WISATAWAN, CITRA DESTINASI, FASILITAS DESTINASI DAN RISIKO KESEHATAN DESTINASI YANG MEMENGARUHI PERILAKU WISATAWAN JABODETABEK DALAM PEMILIHAN DESTINASI WISATA DI MASA PANDEMI COVID-19**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengkaji dan menganalisis faktor kepribadian wisatawan, sikap wisatawan, kondisi sosial-ekonomi wisatawan, citra destinasi, fasilitas destinasi dan risiko kesehatan destinasi yang memengaruhi perilaku wisatawan JABODETABEK terhadap pemilihan destinasi wisata di masa pandemi Covid-19. Penelitian ini berjenis penelitian survei dengan sampel yang digunakan adalah masyarakat JABODETABEK yang pernah melakukan perjalanan wisata di masa pandemi Covid-19. Uji analisis pada penelitian ini menggunakan metode *SEM-PLS* dengan jumlah responden sebanyak 100 orang. Dari hasil penelitian diketahui terdapat tiga faktor yang memengaruhi pemilihan destinasi wisata di masa pandemi Covid-19 yaitu faktor kepribadian wisatawan, sikap wisatawan, dan citra destinasi

**Kata Kunci: Perilaku Wisatawan, Pemilihan Destinasi, Pandemi Covid-19**

**ANALYSIS OF TOURIST PERSONALITY FACTORS, TOURIST ATTITUDE FACTORS, TOURIST SOCIO-ECONOMIC FACTORS, DESTINATION IMAGE FACTORS, DESTINATION FACILITY FACTORS AND DESTINATION HEALTH RISK FACTORS THAT INFLUENCING JABODETABEK TOURISTS BEHAVIOUR IN THE SELECTION OF TOURIST DESTINATIONS DURING COVID-19 PANDEMIC**

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**ABSTRACT**

*This research aims to study and analyze of tourist personality factors, tourist attitude factors, tourist socio-economic factors, destination image factors, destination facility factors, and destination health risk factors that influencing JABODETABEK tourists behaviour in the selection of tourist destination during Covid-19 pandemic. This is a survey research with a sample of JABODETABEK tourists who have traveled during Covid-19 pandemic. The analysis test in this study used SEM-PLS with a total of 100 respondents. In the results, there are three factors that influence the choice of tourist destinations during Covid-19 pandemic, namely the personality of tourists, tourist attitudes and the image of the destination.*

**Keywords : Tourists Behaviour, Destination Choice, Covid-19 Pandemic**