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**DAMPAK *HEALTH RISK PERCEPTION* TERHADAP SIKAP
PERJALANAN WISATAWAN DI MASA ENDEMI COVID-19**

(Survei pada Wisatawan yang Berkunjung ke Pemandian Air Panas Sari Ater
Hotspring Ciater)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2023**

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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LEMBAR PENGESAHAN

**DAMPAK *HEALTH RISK PERCEPTION* TERHADAP SIKAP
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(Survei pada Wisatawan yang Berkunjung ke Pemandian Air Panas Sari Ater
Hotspring Ciater)

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul **Dampak *Health Risk Perception* Terhadap Sikap Perjalanan Wisatawan di Masa Endemi COVID-19** (Survei terhadap Wisatawan yang Berkunjung ke Pemandian Air Panas Sari Ater *Hotspring* Ciater) ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2023
Yang Membuat Pernyataan



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ABSTRAK

Rizky Febriyana 1901028 “Dampak *Health Risk Perception* Terhadap Sikap Perjalanan di Masa Endemi COVID-19” (Survei terhadap wisatawan yang berkunjung ke Pemandian Air Panas Sari Ater *Hotspring* Ciater) di bawah bimbingan Oce Ridwanudin, S.E., M.M dan Rijal Khaerani, S.Si., M.Stat

Penelitian ini bertujuan mengetahui bagaimana dampak dari *health risk perception* terhadap sikap perjalanan di masa endemi COVID-19 di Pemandian Air Panas Sari Ater *Hotspring* Ciater. Dalam penelitian ini menggunakan variabel bebas (X) yakni *health risk perception* yang terdiri dari beberapa sub dimensi yaitu *perceived susceptibility*, *perceived severity*, *perceived psychological risk*, dan *perceived impact*, variabel intervening (Y) yakni *mental wellbeing*, yang terdiri dari *health factor*, serta yang menjadi variabel terikat (Z) adalah sikap perjalanan wisatawan yang terdiri dari *feelings toward a vacation destination or service*, dan *positive or negative assessment*. Jenis Penelitian yang digunakan adalah deskriptif dan verifikatif dengan *metode explanatory* survei dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 115 responden yaitu wisatawan yang berkunjung ke Pemandian Air Panas Sari Ater *Hotspring* Ciater. Teknik analisis data yang digunakan adalah analisis jalur / *path analysis* dengan menggunakan bantuan program perhitungan statistik. Dalam penelitian ini variabel *health risk perception*, *mental wellbeing*, dan sikap perjalanan wisatawan berada pada kategori sedang. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *health risk perception* memberikan pengaruh yang signifikan pada *mental wellbeing* dan memberikan dampak pada sikap perjalanan wisatawan di Pemandian Air Panas Sari Ater *Hotspring* Ciater.

Kata kunci: *health risk perception*, *mental wellbeing*, sikap perjalanan wisatawan, Pemandian Air Panas Sari Ater *Hotspring* Ciater

ABSTRACT

Rizky Febriyana 1901028 *“Impact Health Risk Perception Against Travel Attitudes During the COVID-19 Endemic Period”*(Survey of tourists visiting Sari Ater Hotspring Ciater) under the guidance of Oce Ridwanudin, S.E., M.M and Rijal Khaerani, S.Si., M.Stat.

This study aims to find out how the impact of health risk perception on travel attitudes during the COVID-19 endemic period at Sari Ater HotSpringsHotspring Ciater. In this study using the independent variable (X), health risk perception which consists of several sub dimensions viz perceived susceptibility, perceived severity, perceived psychological risk, and perceived impact, the intervening variable (Y) mental wellbeing, consisting of health factor, as well as the dependent variable (Z) is the travel attitude of tourists consisting of feelings toward a vacation destination or service, and positive or negative assessment. The type of research used is descriptive and verification metode explanatory survey and use approach cross sectional study. The data in this study used primary data by taking a sample of 115 respondents, namely tourists visiting the Sari Ater Hot Springs. Hotspring Ciater. The data analysis technique used is path analysis /path analysis by using the help of statistical calculation programs. In this study variables health risk perception, mental wellbeing, and tourist travel attitudes are in the moderate category. The results of the research show that together and separately the variables health risk perception exert a significant influence on mental wellbeing and have an impact on tourist travel attitudes at Sari Ater Hotspring Ciater.

Keywords: *Health risk perception, Mental wellbeing, tourist travel attitudes, Sari Ater Hotspring Ciater*

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Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *health risk perception*, *mental wellbeing*, dan sikap perjalanan wisatawan di Pemandian Air Panas Sari Ater *Hotspring* Ciater, serta untuk mengetahui pengaruhnya secara simultan dan parsial. Penulis menyadari masih banyak kekurangan pada skripsi ini. Oleh karena itu, penulis mengundang pembaca untuk memberikan saran serta kritik yang bersifat membangun agar skripsi ini lebih baik. Penulis berharap agar laporan ini dapat menjadi manfaat dan memberi inspirasi dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *health risk perception*, *mental wellbeing*, dan sikap perjalanan wisatawan.

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