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**PENGARUH *RISK REDUCING BEHAVIOR* MELALUI  
*TRAVEL ANXIETY* TERHADAP KEPUTUSAN BERKUNJUNG  
DI TAMAN NASIONAL GUNUNG CIREMAI**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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TERHADAP KEPUTUSAN BERKUNJUNG  
DI TAMAN NASIONAL GUNUNG CIREMAI**


(Survei terhadap Wisatawan yang Melakukan Kunjungan di Taman Nasional Gunung  
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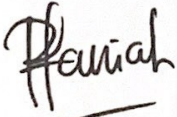
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## PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Berdasarkan pernyataan ini, saya menegaskan bahwa skripsi yang berjudul “Pengaruh *Risk Reducing Behavior* melalui *Travel Anxiety* terhadap Keputusan Berkunjung” beserta seluruh isinya merupakan karya saya pribadi. 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 di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

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## ABSTRAK

**Raisha Fauziah Nur Rahma 1905224 “Pengaruh *Risk Reducing Behavior* melalui *Travel Anxiety* terhadap Keputusan Berkunjung”** di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Rijal Khaerani., S.Si., M.Stat.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *risk reducing behavior* melalui *travel anxiety* terhadap keputusan berkunjung ke Taman Nasional Gunung Ciremai berdasarkan pengalaman wisatawan yang berkunjung ke Taman Nasional Gunung Ciremai. Metode penelitian yang digunakan ialah metode kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Penelitian dilakukan dengan menetapkan sampel sejumlah 212 responden melalui kuesioner. Penelitian menggunakan teknik analisis SEM (*Structural Equation Model*) dengan *software* AMOS *for windows*. Hasil temuan dari penelitian ini menunjukkan gambaran keputusan berkunjung, *risk reducing behavior*, dan *travel anxiety* berada pada kategori tinggi. *Risk reducing behavior* memiliki pengaruh positif dan signifikan terhadap keputusan berkunjung melalui *travel anxiety* sebagai variabel mediasi. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung *risk reducing behavior* masih memperoleh besaran pengaruh yang lebih rendah terhadap keputusan berkunjung melalui *travel anxiety* dibandingkan dengan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar pihak pengelola Taman Nasional Gunung Ciremai mengoptimalkan *risk reducing behavior* dengan *carrying essential items*, serta mengoptimalkan penyebaran informasi terkait lingkungan untuk mengurangi *environmental anxiety* pada variabel *travel anxiety*, serta mempertahankan *scenic beauty* agar keputusan berkunjung dapat meningkat.

**Kata Kunci:** *Risk Reducing Behavior*, *Travel Anxiety*, Keputusan Berkunjung, Taman Nasional Gunung Ciremai.

## **ABSTRACT**

**Raisha Fauziah Nur Rahma 1905224 "The Effect of *Risk Reducing Behavior* through *Travel Anxiety* on Visiting Decisions" under the guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. and Rijal Khaerani., S.si., M.Stat.**

*This study aims to obtain an overview and influence of risk reducing behavior through travel anxiety on the decision to visit Gunung Ciremai National Park based on the experience of tourists visiting Mount Ciremai National Park. The research method used is a quantitative method with descriptive and verifative research types. The study was conducted by setting a sample of 212 respondents through questionnaires. The study used SEM (Structural Equation Model) analysis techniques with AMOS for windows software. The findings of this study show that the picture of visiting decisions, risk reducing behavior, and travel anxiety is in the high category. Risk reducing behavior has a positive and significant influence on the decision to visit through travel anxiety as a mediating variable. The findings of this study show that the indirect influence of risk reducing behavior still has a lower influence on the decision to visit through travel anxiety compared to the direct influence. Based on the results of the study, researchers recommend that the management of Gunung Ciremai National Park optimize risk reducing behavior by carrying essential items, as well as optimize the dissemination of information related to the environment to reduce environmental anxiety in travel anxiety variables, and maintain scenic beauty so that visiting decisions can increase.*

**Keywords:** *Risk Reducing Behavior, Travel Anxiety, Decision to Visit, Mount Ciremai National Park.*

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