

**PERAN CITRA DESTINASI SEBAGAI MEDIASI ANTARA PERSEPSI
RISIKO BENCANA ALAM TERHADAP NIAT BERKUNJUNG KEMBALI
DI TWA GUNUNG TANGKUBAN PARAHU**



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Diajukan untuk Memenuhi Sebagian Syarat Memperoleh Gelar Sarjana Pariwisata
Program Studi Manajemen Resort dan Leisure

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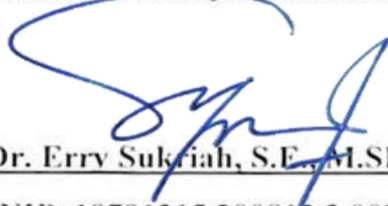


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ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi risiko bencana alam terhadap niat berkunjung kembali wisatawan TWA Gunung Tangkuban Parahu, dengan citra destinasi sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada 172 responden. SEM–PLS digunakan untuk analisis data yang mencakup pengujian Evaluasi Model Pengukuran (*Outer Model*) dan Evaluasi Model Struktural (*Inner Model*). Hasil analisis menunjukkan bahwa 1) persepsi risiko bencana alam berpengaruh negatif terhadap citra destinasi, 2) citra destinasi berpengaruh positif terhadap niat berkunjung kembali, 3) persepsi risiko bencana alam berpengaruh terhadap niat berkunjung kembali, dan 4) citra destinasi memediasi secara signifikan hubungan antara persepsi risiko bencana alam terhadap niat berkunjung kembali. Dengan demikian, citra destinasi memiliki peran dalam memperkuat niat berkunjung kembali, meskipun wisatawan memiliki persepsi terhadap risiko bencana alam. Temuan ini memberikan implikasi bahwa pengelola dan pemerintah daerah perlu memperkuat citra positif destinasi sebagai destinasi wisata alam yang aman dan tanggap terhadap bencana.

Kata Kunci : Persepsi Risiko, Citra Destinasi, Niat Berkunjung Kembali, Tangkuban Parahu

***THE ROLE OF DESTINATION IMAGE AS A MEDIATOR BETWEEN
PERCEIVED RISK OF NATURAL DISASTERS AND REVISIT INTENTION
AT TWA GUNUNG TANGKUBAN PARAHU***

ABSTRACT

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This study aims to examine the influence of perceived risk of natural disasters on tourists' revisit intention to the TWA (Natural Tourism Park) of Mount Tangkuban Parahu, with destination image as a mediating variable. A quantitative approach was employed using a survey technique, distributing questionnaires to 172 respondents. SEM–PLS was used for data analysis, including the evaluation of the Measurement Model (Outer Model) and the Structural Model (Inner Model). The results show that: (1) perceived risk of natural disasters negatively affects destination image, (2) destination image positively influences revisit intention, (3) perceived risk of natural disasters affects revisit intention, and (4) destination image significantly mediates the relationship between perceived risk and revisit intention. Therefore, destination image plays a role in strengthening revisit intention, even when tourists perceive risks related to natural disasters. These findings imply that destination managers and local governments need to enhance the positive image of the destination as a safe and disaster-responsive nature-based tourism area.

Keywords: Perceived Risk, Destination Image, Revisit Intention, Natural Disaster, Tangkuban Parahu

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