

ABSTRAK

Sumiati (1202916), “**Pengaruh *Perceived Risk* terhadap *Revisit Intention* di Taman Nasional Gunung Gede Pangrango**” (Survei terhadap partisipan Taman Nasional Gunung Gede Pangrango), di bawah bimbingan Dr. Vanessa Gaffar, SE.Ak., MBA dan Oce Ridwanudin, SE., MM.

Taman Nasional Gunung Gede Pangrango terletak diantara tiga Kabupaten yaitu Bogor, Sukabumi dan Cianjur, Jawa Barat. Meskipun Gunung Gede Pangrango sudah menjadi Taman Nasional fungsi dari kawasan Gunung Gede Pangrango dapat dimanfaatkan untuk kegiatan pendakian. Hasil prapenelitian yang dilakukan menunjukkan bahwa rendahnya minat partisipan untuk melakukan pendakian kembali ke Taman Nasional Gunung Gede Pangrango. Metode penelitian yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 110 responden yaitu partisipan yang mendaki ke Taman Nasional Gunung Gede Pangrango dengan perhitungan menggunakan rumus dari Tabachnick dan Fidel penarikan yang digunakan yaitu *systematic random sampling*. Teknik analisis data dan uji hipotesis yang digunakan adalah Regresi Berganda. Hasil penelitian secara simultan menunjukkan bahwa *perceived risk* yang terdiri dari *financial risk*, *time risk*, *performance risk*, *psychological risk* dan *social risk* memberikan pengaruh terhadap *revisit intention*. Sedangkan secara parsial dimensi *financial risk*, *psychological risk* dan *social risk* memiliki pengaruh yang signifikan terhadap *revisit intention*. Secara umum tanggapan *perceived risk* dan *revisit intention* partisipan di Taman Nasional Gunung Gede Pangrango mendapat penilaian yang tinggi.

Kata Kunci: *Perceived Risk*, *Revisit Intention*, Taman Nasional Gunung Gede Pangrango

ABSTRACT

Sumiati, 1202916, ***“Influence of Perceived Risk Towards Revisit Intention In Taman Nasional Gunung Gede Pangrango”*** (Survey of Taman Nasional Gunung Gede Pangrango Participant), under the guidance of Dr. Vanessa Gaffar, SE.Ak., MBA and Oce Ridwanudin, SE., MM.

Taman Nasional Gunung Gede Pangrango is located in three district namely Bogor, Sukabumi and Cianjur. Although, Gunung Gede Pangrango has become a National Park, the function of Gunung Gede Pangrango could be used for hiking activities. The results of pre-research conducted showed there is decline of interest participants to make the hiking back to the Taman Nasional Gunung Gede Pangrango. In this research, method used was explanatory survey and cross sectional approach. Sample size in this research is 110 respondents are participants who hiked to Gunung Gede Pangrango National Park with Tabachnick and Fidel calculations formula and systematic random sampling technique. The data analysis technique and hypothesis testing used is multiple regression. The results simultaneously indicated that perceived risk consisting of financial risk, time risk, performance risk, psychological risk and social risk there is influence towards revisit intention. While the results partially showed that financial risk, psychological risk and social risk has a significant influence towards revisit intention. In general, participants responses for perceived risk and revisit intention in Taman Nasional Gunung Gede Pangrango get highest ratings.

Key words : Perceived Risk, Revisit Intention and Taman Nasional Gunung Gede Pangrango