

**PENGARUH PENANGANAN RISIKO TERHADAP MINAT
KUNJUNGAN KEMBALI DI TEBING MASIGIT PADA
AKTIVITAS *HAMMOCKING***

SKRIPSI

Diajukan untuk memenuhi salah satu syarat memperoleh gelar

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PENGARUH PENANGANAN RISIKO TERHADAP MINAT KUNJUNGAN KEMBALI DI TEBING MASIGIT PADA AKTIVITAS *HAMMOCKING*

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ABSTRAK

Dalam penelitian ini, penulis ingin menganalisis pengaruh penanganan risiko yang ada di destinasi wisata terhadap minat kunjungan kembali pada aktivitas *hammocking* di Tebing Masigit, Kabupaten Bandung Barat. Penanganan risiko sangat penting untuk sebuah destinasi wisata, khususnya pada wisata petualangan, karena wisata petualangan merupakan salah satu jenis wisata yang berhubungan langsung dengan alam serta berisiko tinggi. Dalam penelitian ini, penanganan risiko wisata petualangan terbagi menjadi 4 kategori, yaitu medis, operasional, fisik dan sosial. dengan adanya penanganan risiko suatu destinasi wisata dapat meminimalisir risiko dan dapat menarik pengunjung untuk kembali datang. Metode pada penelitian ini menggunakan deskriptif kuantitatif dengan instrumen penelitian berupa kuisisioner. Data yang terkumpul, kemudian dianalisis menggunakan metode regresi linier sederhana. Berdasarkan hasil yang didapatkan penanganan risiko berada pada kategori yang sangat baik dan minat kunjungan kembali mendapatkan hasil sebesar 25% atau dapat disimpulkan bahwa pengaruh penanganan risiko terhadap minat kunjungan kembali signifikan dan memiliki besar pengaruh yang baik, 75% lainnya dipengaruhi oleh faktor lain yang tidak diteliti pada penelitian ini.

Kata Kunci: Penanganan risiko, Minat Kunjungan Kembali, Wisata Petualangan, *Hammocking*.

***THE INFLUENCE OF RISK TREATMENT ON REVISIT
INTENTION AT MASIGIT CLIFF ON HAMMOCKING
ACTIVITIES***

By
SyarahWanadiati

ABSTRACT

In this study, the author will analyze the effect of risk treatment on the intention to revisit hammocking activities at Masigit Cliffs, West Bandung. Risk treatment is very important for a tourism destination, especially in adventure tourism, because adventure tourism is one of type of tour that deals directly with high-risk nature. Risk treatment in adventure tourism is divided into 4 categories, seen from medical, operational, physical and social. The treatment can minimize the risk and attract visitor to come back. The method in this study was using quantitative descriptive research and instruments in the form of quisionnaires. After the data was obtained, then analyze using the simple linear regression method. Based on results obtained, risk treatment was in a very good category and the revisit intention is in high score too. The effect of risk treatment on the intention of revisit is 25% or it could be concluded that the effect is significant and has a good enough influence, and the other 75% is influenced by other factors that is not examined in this study.

Key Word: Risk Treatment, Revisit Intention, Adventure Tourism, Hammocking

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PENGARUH PENANGANAN RISIKO TERHADAP MINAT KUNJUNGAN KEMBALI DI TEBING MASIGIT PADA AKTIVITAS HAMMOCKING.

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