

**PENGARUH PERSEPSI RISIKO TERHADAP MINAT BERKUNJUNG
DI TWA GUNUNG TANGKUBAN PARAHU**

SKRIPSI

*Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pariwisata Pada Program Studi Manajemen Resort & Leisure*



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ABSTRAK

PENGARUH PERSEPSI RISIKO TERHADAP MINAT BERKUNJUNG DI TWA GUNUNG TANGKUBAN PARAHU

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Tujuan dari penelitian ini untuk menganalisis pengaruh persepsi risiko terhadap minat berkunjung di TWA Gunung Tangkuban Parahu dengan menggunakan analisis regresi linear berganda yang dibantu oleh *software IBM Statistics 20 for windows*. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan teknik *purposive sampling* dengan populasi yaitu pengunjung TWA Gunung Tangkuban Parahu dalam lima tahun kebelakang (tahun 2015-2019). Kuesioner di distribusikan secara online melalui media sosial *Instagram, Watsapp, Line dan Twitter* dengan melibatkan 150 responden. Hasil penelitian ini menunjukkan bahwa tingkat persepsi risiko di TWA Gunung Tangkuban Parahu berada pada kategori tinggi. Dan tingkat minat berkunjung di TWA Gunung Tangkuban Parahu sangat tinggi. Namun dengan tinggi nya kedua variabel tersebut menunjukkan bahwa persepsi risiko tidak memiliki pengaruh terhadap minat berkunjung di TWA Gunung Tangkuban Parahu. Meskipun pengunjung mengetahui berbagai risiko yang ada namun mereka tidak khawatir dengan hal itu. Studi ini dapat memberikan implikasi terhadap pihak TWA Gunung Tangkuban Parahu guna meminimalisir risiko yang mungkin terjadi.

Kata Kunci : Persepsi Risiko Dalam Pariwisata, Minat Berkunjung

***THE EFFECT OF PERCEIVED RISK ON VISIT INTENTION AT TWA MOUNTAIN
TANGKUBAN PARAHU***

ABSTRACT

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The main purpose of this research was to analyze the effect of risk perceptions on tourists revisit intention to the TWA Tangkuban Parahu Mountain by using multiple linear regression analysis assisted by IBM Statistic 20 for windows software. This study uses a quantitative approach and uses purposive sampling technique with a population of visitors to TWA Tangkuban Parahu Mount in the past five years (2015-2019). The questionnaire was distributed online through social media Instagram, Wastapp, Line and Twitter involving 150 respondents. The results of this study indicate that the level of risk perception in TWA Mount Tangkuban Parahu is in the high category. And the level of intention to visit again at TWA Mount Tangkuban Parahu is very high. However, the height of these two variables shows that the perception of risk has no influence on the intention to visit again at the Tangkuban Parahu Mountain TWA. Even though visitors are aware of the various risks that exist, they are not worried about it. This study can have implications for the TWA Tangkuban Parahu Mountain in order to minimize the risks that may occur.

Keywords : Perceived Risk in Tourism, Visit Intention

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