

Pengaruh Perceived Risks Terhadap Revisit Intention Pada Destinasi Pariwisata Bali (Studi Pada Kalangan Millennial Jakarta) = Impacts of Perceived Risks on Revisit Intention to Bali Tourism Destinations (Study of Jakarta Millennial)

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Abstrak

Industri pariwisata mudah dipengaruhi oleh hal-hal yang berkaitan dengan bencana alam, keamanan serta kebersihan pada destinasi wisata, efisiensi waktu, pemogokan transportasi, kualitas layanan pariwisata, dan lain sebagainya. Hal-hal tersebut dapat mempengaruhi ekonomi negara-negara berkembang yang industri pariwisatanya turut memberikan kontribusi devisa. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh perceived risks terhadap revisit intention ke Bali. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 140 responden dari kalangan milenial DKI Jakarta dengan metode non-probability sampling yaitu convenience sampling. Analisis regresi berganda diterapkan untuk mengetahui pengaruh perceived risks terhadap revisit intention, serta untuk mengetahui pengaruh tiap dimensi yang ada pada variabel perceived risks seperti physical risk, time risk, satisfaction risk, socio-psychological risk, dan performance risk, terhadap variabel revisit intention. Sebagai hasil dari penelitian ini, perceived risks berpengaruh secara signifikan terhadap revisit intention. Kemudian dimensi physical risk dan time risk berpengaruh secara signifikan dengan hubungan yang negatif terhadap revisit intention, satisfaction risk berpengaruh secara signifikan dengan hubungan negatif terhadap revisit intention, dan socio-psychological risk serta performance risk berpengaruh secara signifikan dengan hubungan positif terhadap revisit intention.

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The tourism industry are easily influenced by matters related to natural disasters, safety and cleanliness at tourism destinations, time efficiency, transportation delays, the quality of tourism services, and so on. These things could influence the economies of developing countries whose tourism industry also contributes to foreign exchange. The purpose of this research is to find out how revisit intention impacted by perceived risks. This research use a quantitative approach with a sample of 140 respondents from the Millennials in DKI Jakarta with a non- probability sampling method, namely convenience sampling. Multiple regression analysis is applied to determine the impacts of perceived risks towards revisit intention, as well as to determine the impacts of each perceived risks' dimensions such as physical risk, time risk, satisfaction risk, socio-psychological risk, and performance risk, towards revisit intention variable. As a result of this research, the impacts of perceived risks variable towards revisit intention variable proven to be significant. The dimensions of physical risk and time risk are significantly related with a negative relationship toward the revisit intention, satisfaction risk is significantly related with positive relationship towards revisit intention, socio-psychological risk and performance risk are significantly related with a positive relationship towards revisit intention.