

ABSTRAK

Diana Ratna Ayu Juwita. 14.05.411.00039. Program Studi Psikologi, Fakultas Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. 2019. Pengaruh Persepsi Risiko Terhadap Minat Berkunjung Kembali Wisatawan Bukit Jaddih Bangkalan Madura.

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi risiko terhadap minat berkunjung kembali wisatawan Bukit Jaddih Bangkalan Madura. Pada variabel persepsi risiko diungkap melalui tiga dimensi yang terdiri dari: dimensi risiko fisik, risiko finansial dan risiko psikologis. Sedangkan pada variabel minat berkunjung kembali diungkap melalui tiga aspek yaitu: aspek kognitif, aspek afektif, aspek psikomotor. Penelitian ini menggunakan metode kuantitatif. Subjek dalam penelitian ini berjumlah 400 yang ditentukan melalui teknik *nonprobability sampling* dengan menggunakan *purposive sampling*. Metode pengumpulan data menggunakan kuesioner (angket) dalam model Likert. validitas dan reliabilitas menggunakan uji terpakai. Teknis analisis data pada penelitian ini menggunakan regresi linier sederhana. Berdasarkan hasil pembahasan dan analisis data maka didapatkan kesimpulan bahwa ada pengaruh persepsi risiko terhadap minat berkunjung kembali wisatawan Bukit Jaddih Bangkalan Madura. Pada uji regresi linier sederhana diperoleh probabilitas atau signifikansi $0,000 < 0,05$, maka H_0 diterima maka dapat disimpulkan variabel persepsi risiko memiliki pengaruh signifikan terhadap variabel minat berkunjung kembali. Hasil penelitian diperoleh R^2 sebesar $0,034 = 3,4\%$ artinya kontribusi atau sumbangan efektif persepsi risiko terhadap minat berkunjung kembali wisatawan Bukit Jaddih Bangkalan sebesar 3,4% sedangkan sisanya sebesar 96,6% dijelaskan oleh faktor lain yang tidak diukur dalam penelitian ini.

Kata Kunci : Persepsi risiko, minat berkunjung kembali, wisatawan
Daftar Pustaka : 36 (1998-2018)

ABTRACT

Diana Ratna Ayu Juwita. 14.05.411.00039. Course of Psychology. Faculty of Social And Cultural Sciences, University of Trunojoyo Madura. 2019. Effects of Risk Perception on Revisiting Interest in Bukit Jaddih Bangkalan Madura Tourists.

66 Pages + 18 attachments

This study aims to determine the effect of risk perceptions on interest in returning to Bangkalan Madura Bukit Jaddih tourists. The risk perception variable is revealed through three dimensions consisting of: dimensions of physical risk, financial risk and psychological risk. While the variables of interest in revisiting were revealed through three aspects, namely: cognitive aspects, affective aspects, psychomotor aspects. This research uses quantitative methods. The subjects in this study amounted to 400 people who were determined through nonprobability sampling techniques using purposive sampling. Methods of collecting data using a questionnaire (questionnaire) in a Likert model. Validity and reliability using used tests. Technical data analysis in this study uses simple linear regression. Based on the results of the discussion and data analysis, it was concluded that there was an influence of risk perceptions on the interest in revisiting Bukit Jaddih Bangkalan Madura tourists. In a simple linear regression test obtained a probability or significance of $0,000 < 0,05$, then H_a is accepted, it can be concluded that the risk perception variable has a significant influence on the variable interest in revisiting. The results obtained by R square of $0.034 = 3.4\%$ means that the contribution or effective contribution of risk perceptions to the interest of returning to Bukit Jaddih Bangkalan tourists is 3.4% while the remaining 96.6% is explained by other factors not measured in this study.

Key term : Risk perception, interest in revisiting, tourists

Reference : 36 (1998-2018)