

PENGARUH *PERCEIVED DESTINATION RISK, TOURIST SATISFACTION, DESTINATION IMAGE, ATTITUDE TO REVISIT* TERHADAP *REVISIT INTENTION* WISATAWAN DI KOTA BATU SAAT PANDEMI COVID-19

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mencari tahu pengaruh *perceived destination risk, destination image, tourist satisfaction* dan *attitude to revisit* terhadap *revisit intention* wisatwan di Kota Batu saat pandemi covid-19. Penelitian ini tergolong penelitian kausal dengan pendekatan kuantitatif. Sampel responden yang digunakan dalam penelitian ini adalah 100 responden dengan syarat karakteristik pernah mengunjungi destinasi wisata di Kota Batu dalam 3 bulan terakhir. Penelitian menggunakan bantuan *software* SPSS dalam menguji validitas dan reliabilitas tahap awal serta *software* SmartPLS untuk menguji model penelitian. Hasil yang didapatkan dalam penelitian ini yaitu variabel *perceived destination risk* berpengaruh negatif dan signifikan terhadap *destination image, tourist satisfaction, attitude to revisit* dan *revisit intention* Wisatwan di Kota Batu Saat Pandemi Covid-19. Selain itu juga ditemukan bahwa variabel *destination image* berpengaruh positif dan signifikan terhadap *tourist satisfaction, attitude to revisit* dan *revisit intention* Wisatwan di Kota Batu Saat Pandemi Covid-19. Penelitian ini juga menemukan bahwa variabel *tourist satisfaction* berpengaruh positif dan signifikan terhadap *attitude to revisit* dan *revisit intention* Wisatwan di Kota Batu Saat Pandemi Covid-19. Serta menemukan bahwa *attitude to revisit* berpengaruh positif dan signifikan terhadap *revisit intention* Wisatwan di Kota Batu Saat Pandemi Covid-19.

Kata Kunci: *Perceived Destination Risk; Destination Image; Tourist Satisfaction; Attitude to Revisit; Revisit Intention*

*EFFECT OF PENCEIVED DESTINATION RISK, DESTINATION IMAGE, TOURIST SATISFACTION AND ATTITUDE TO REVISIT TO REVISIT INTENTION TOURISM IN STONE CITY WHEN COVID-19 PANDEMI*

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**ABSTRACT**

*This research was carried out in a different way from the risk of the destination, the picture of the destination, the satisfaction of the tour and the attitude to review the intention of the visit conducted by Batu City during the covid-19 pandemic. This research is English from Korean used for languages. The responding sample used in this study 100 responded on condition that characteristics have visited tourist destinations in Batu City in the past 3 months. SPSS Research Assistance use software in testing the validity and reliability of the initial stages and SmartPLS software for research model testers. Results that make payments on destination drawings, tourist satisfaction, and perceived destination risk, compared to destination drawings, tourist satisfaction, attitude to review and review the intentions of the Wisatwan in Batu City at Covid-19 Pandemic. In addition it was also found that the variable purpose of the image was positively and significantly tapped by tourist satisfaction, the attitude to review the intention of the Wisatwan visit in Batu City During the Covid-19 Pandemic. The study also found that the variable tourist satisfaction was positively influenced and significant attitude was tapped to review and review the intentions of the Wisatwan in Batu City During the Covid-19 Pandemic. As well as finding that the attitude to revisit the tomb is positive and significantly tapped back to the intention of the Wisatwan in Batu City at Covid-19 Pandemic.*

*Kata Kunci: Perceived Destination Risk; Destination Image; Tourist Satisfaction; Attitude to Revisit; Revisit Intention*