

NIAT BERKUNJUNG KEMBALI DAN MEREKOMENDASIKAN DESA
WISATA BERBASIS INTEGRASI PENGELOLAAN RISIKO OPERASIONAL
DENGAN KOMPONEN WISATA DI KABUPATEN BOGOR

DISERTASI

Disusun Untuk Memenuhi Sebagian Persyaratan Dalam
Memperoleh Gelar Doktor Pariwisata



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**PROGRAM STUDI PROGRAM DOKTOR PARIWISATA
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Saya menyatakan dengan sesungguhnya bahwa Disertasi dengan judul:

**NIAT BERKUNJUNG KEMBALI DAN MEREKOMENDASIKAN DESA WISATA
BERBASIS INTEGRASI PENGELOLAAN RISIKO OPERASIONAL DENGAN
KOMPONEN WISATA DI KABUPATEN BOGOR**

yang dibuat untuk melengkapi sebagian persyaratan menjadi Doktor Pariwisata Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta, sejauh yang saya ketahui bukan merupakan tiruan atau duplikasi dari Disertasi yang sudah dipublikasikan dan/atau sudah pernah dipakai untuk mendapatkan gelar Doktor di lingkungan Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta maupun di Perguruan Tinggi atau Institusi manapun, kecuali bagian yang sumber informasinya dicantumkan sebagaimana mestinya dan semua sumber baik yang dikutip maupun dirujuk telah saya nyatakan dengan benar.

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Penulis,

ABSTRAK

Perkembangan desa wisata di Indonesia terus mengalami peningkatan, namun demikian perkembangan tersebut belum dibarengi dengan kualitas pengelolaannya, sehingga dalam pelaksanaannya masih ditemukan ketidakamanan dan ketidaknyamanan dari wisatawan yang berkunjung. Hal tersebut dapat disebabkan oleh tidak adanya integrasi pengelolaan risiko operasional dengan komponen wisata di desa wisata. Dampaknya adalah tidak terwujudnya pengalaman wisata yang berkesan dan memengaruhi pada niat berkunjung kembali dan niat merekomendasikan desa wisata. Penelitian ini bertujuan untuk mengevaluasi integrasi pengelolaan risiko operasional dengan komponen wisata dengan pengalaman wisata yang berkesan, mengevaluasi pengalaman wisata yang berkesan dengan niat berkunjung kembali dan niat merekomendasikan serta mengevaluasi moderasi harga terpersepsi terhadap pengalaman wisata yang berkesan kepada niat berkunjung kembali dan niat merekomendasikan. Metode penelitian yang digunakan adalah metode kuantitatif dengan responden berjumlah 480 responden. Analisis data yang digunakan adalah SEM-PLS. Hasil penelitian menunjukkan bahwa Integrasi pengelolaan risiko operasional dengan komponen wisata memengaruhi pengalaman wisata yang berkesan bagi wisatawan, dengan nilai koefisien jalur sebesar 0.875, t-statistik 46.023, dan p-value 0.000. Pengalaman wisata yang berkesan di desa wisata memengaruhi niat wisatawan untuk berkunjung kembali dan niat merekomendasikan, dengan nilai koefisien jalur sebesar 0.252, t-statistik 7.302, dan p-value 0.000 dan 0.879, t-statistik 44.054, dan p-value 0.000, Harga terpersepsi oleh wisatawan terbukti secara signifikan memoderasi negatif antara pengalaman wisata yang berkesan dengan niat berkunjung kembali ke desa wisata, dengan koefisien jalur moderasi menunjukkan -0.163, dengan t-statistik 5.345 dan p-value 0.000. Selanjutnya, harga terpersepsi oleh wisatawan memoderasi negatif dan tidak signifikan antara pengalaman wisata yang berkesan dengan niat untuk merekomendasikan desa wisata kepada orang lain, dengan koefisien moderasi -0.025, hasil uji statistik dengan t-statistik 0.978 dan p-value 0.328.

Kata Kunci : Risiko Operasional, Komponen Wisata, Desa Wisata, Pengalaman Wisata yang Berkesan, Niat Berkunjung Kembali, Niat Merekomendasikan, Harga Terpersepsi

ABSTRACT

The development of tourist villages in Indonesia continues to increase. However, this growth has not been accompanied by improvements in the quality of their management. As a result, many tourist villages still experience issues related to visitor safety and comfort. One of the underlying causes is the lack of integration between operational risk management and the tourism components within these villages. This gap can lead to less memorable tourism experiences, which in turn affects tourists' intentions to revisit and recommend the destination to others. This study aims to evaluate the integration of operational risk management with tourism components in relation to creating a memorable travel experience, evaluate the effect of a memorable travel experience on tourists' intention to revisit and to recommend the destination; and evaluate the moderating effect of perceived price on the relationship between a memorable travel experience and both the intention to revisit and the intention to recommend. A quantitative research method was employed, involving 480 respondents. Data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings reveal that the integration of operational risk management with tourism components significantly influences the creation of a memorable tourist experience, with a path coefficient of 0.875, t-statistic of 46.023, and a p-value of 0.000. A memorable tourist experience significantly affects both the intention to revisit (path coefficient = 0.252, t-statistic = 7.302, p-value = 0.000) and the intention to recommend (path coefficient = 0.879, t-statistic = 44.054, p-value = 0.000). Furthermore, the perceived price significantly moderates the relationship between a memorable tourist experience and the intention to revisit, with a negative path coefficient of -0.163, t-statistic of 5.345, and p-value of 0.000. However, the moderating effect of perceived price on the relationship between a memorable tourist experience and the intention to recommend is not significant (path coefficient = -0.025, t-statistic = 0.978, p-value = 0.328).

Keywords: *Operational Risk, Tourism Components, Tourist Villages, Memorable Tourism Experience, Intention to Revisit, Intention to Recommend, Perceived Price.*

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