

ABSTRAK

Persepsi risiko merupakan salah satu hal yang memengaruhi minat pembelian produk wisata dan dapat menjadi bahan evaluasi bagi pemangku kepentingan dalam manajemen risiko di suatu daya tarik wisata. Sungai Elo merupakan daya tarik wisata di Kabupaten Magelang yang menyajikan atraksi wisata berupa *rafting* atau arung jeram. Sungai Elo memiliki arus yang relatif deras sehingga sering mengalami banjir, terlebih ketika curah hujan sedang tinggi. Banjir dan arus deras sering menyebabkan kecelakaan fatal, termasuk korban yang tewas akibat terhanyut. Berdasarkan kondisi geografis tersebut, penelitian ini bertujuan untuk menganalisis hubungan persepsi risiko wisatawan terhadap minat berwisata *rafting* di Sungai Elo, khususnya terkait faktor kenyamanan dan keamanan. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan metode pengambilan data melalui survei, observasi, dan wawancara. Penelitian dilakukan dengan sampel penelitian sebesar 202 responden yang merupakan wisatawan berusia minimal 17 tahun dan pernah mengunjungi wisata *rafting* Sungai Elo. Metode Spearman's Rank ini digunakan oleh peneliti untuk menguji hipotesis antara variabel bebas yakni persepsi risiko dan variabel terikat yakni minat berwisata. Penelitian ini menggunakan dua dimensi risiko, yaitu risiko fungsional dan risiko bencana alam, serta tiga dimensi minat berwisata, yaitu pengenalan masalah, pencarian informasi, dan evaluasi. Hasil penelitian menunjukkan adanya hubungan antara persepsi risiko wisatawan dan minat berwisata *rafting* di Sungai Elo. Semakin tinggi persepsi risiko maka akan semakin tinggi pula minat berwisata. Temuan ini dapat dijadikan acuan oleh operator rafting Sungai Elo untuk mengimbangi tingginya persepsi risiko wisatawan dengan memberikan keamanan bagi wisatawan *rafting* Sungai Elo.

Kata Kunci: Persepsi Risiko, Minat Berwisata, Analisis Korelasi, Sungai Elo Magelang

ABSTRACT

Risk perception is one of the things that influences interest in purchasing tourism products and can be used as evaluation material for stakeholders in risk management at a tourist attraction. The Elo River is a tourist attraction in Magelang Regency which presents tourist attractions in the form of white water rafting. The Elo River has relatively fast currents so it often experiences flooding, especially when rainfall is high. Floods and strong currents often cause fatal accidents, including victims who die as a result of being swept away. Based on these geographical conditions, this research aims to analyze the relationship between tourists' risk perceptions and their interest in rafting on the Elo River, especially regarding comfort and safety factors. This research is descriptive quantitative research with data collection methods through surveys, observations and interviews. The research was conducted with a research sample of 202 respondents who were tourists aged at least 17 years and had visited the Elo River rafting tour. The Spearman's Rank method is used by researchers to test the hypothesis between the independent variable, namely risk perception and the dependent variable, namely travel interest. This research uses two dimensions of risk, namely functional risk and natural disaster risk, as well as three dimensions of travel interest, namely problem recognition, information search and evaluation. The research results show that there is a relationship between tourists' risk perceptions and interest in rafting on the Elo River. The higher the risk perception, the higher the interest in traveling. These findings can be used as a reference by Elo River rafting operators to offset the high perception of risk by tourists by providing safety for Elo River rafting tourists.

Keywords: Risk Perception, Travel Intention, Correlation Analysis, Elo River Magelang