

ABSTRAK

Fenomena *tourist harassment* merupakan tantangan serius dalam pengembangan pariwisata urban, termasuk di Jakarta sebagai salah satu destinasi utama di Indonesia. Kasus pelecehan wisatawan memerlukan perhatian serius pemerintah karena berpotensi melemahkan tata kelola destinasi wisata. Berbagai bentuk pelecehan, seperti pelecehan verbal, *scam* atau *overcharging*, diskriminasi, hingga intimidasi ringan dapat menurunkan kenyamanan, kepuasan, dan loyalitas wisatawan. Penelitian ini bertujuan mengevaluasi dampak *tourist harassment* terhadap perilaku wisatawan, menganalisis pengaruh stimulus terhadap respons internal serta kesenjangan ekspektasi – pengalaman. Metode yang digunakan adalah *mixed methods* dengan desain *embedded*. Data kuantitatif diperoleh melalui survei langsung dan daring terhadap 223 wisatawan lokal maupun mancanegara, dimana 91 responden (40,8%) melaporkan pernah mengalami pelecehan saat berkunjung ke tiga destinasi urban Jakarta (Kota Tua, Monas, dan Blok M), Data diperoleh dengan teknik *non-probability sampling* (*accidental* dan *purposive*) dan dianalisis menggunakan SEM-PLS. Data kualitatif diperoleh melalui wawancara dengan 10 wisatawan yang pernah mengalami pelecehan dan dianalisis secara tematik. Hasil penelitian menunjukkan pelecehan yang paling sering dialami adalah intimidasi ringan oleh pedagang atau pengamen (80,22%), *scam* atau *overcharging* (50,54%), dan pelecehan verbal (37,36%). Analisis kuantitatif membuktikan bahwa pelecehan berpengaruh signifikan terhadap respons internal negatif wisatawan, di mana 27,3% responden menyatakan tidak puas. Wawancara menguatkan temuan dengan menyoroti lemahnya mekanisme pelaporan, minimnya pengawasan, dan lambatnya respons aparat. Penelitian ini menyimpulkan bahwa penanganan *tourist harassment* di Jakarta belum optimal. Rekomendasi meliputi langkah jangka pendek, menengah, dan panjang, Temuan ini memperkaya kajian akademik melalui integrasi Model SOR dan EDT, sekaligus memberikan dasar kebijakan praktis untuk meningkatkan citra Jakarta sebagai destinasi wisata yang aman dan berkelanjutan.

Kata kunci: *Tourist harassment, Pariwisata urban, Jakarta, Model SOR, EDT, Kebijakan berbasis pengguna*

ABSTRACT

The phenomenon of tourist harassment represents a serious challenge in the development of urban tourism, including in Jakarta as one of Indonesia's main urban destinations. Such incidents require urgent government attention as they risk undermining the governance of tourism destinations. Various forms of harassment like verbal abuse, scams or overcharging, discrimination, and mild intimidation have the potential to reduce tourist comfort, satisfaction, and loyalty. This study aims to evaluate the impact of tourist harassment on tourist behaviour, analyse the influence of stimulus on internal responses and the expectation–experience gap. A mixed-methods approach with an embedded design was applied. Quantitative data were collected through direct and online surveys involving 223 domestic and international tourists, of whom 91 respondents (40.8%) reported experiencing harassment while visiting three urban destinations in Jakarta (Kota Tua, Monas, and Blok M). Data were obtained using non-probability sampling (accidental and purposive) and analysed with SEM-PLS. Qualitative data were drawn from in-depth interviews with 10 tourists who had experienced harassment and analysed thematically. Findings indicate that the most common forms of harassment were mild intimidation by street vendors or buskers (80.22%), scams or overcharging (50.54%), and verbal abuse (37.36%). Quantitative analysis confirms that harassment significantly affects tourists' internal responses, with 27.3% reporting dissatisfaction. Qualitative results highlight weak reporting mechanisms, limited supervision, and slow responses by authorities. The study concludes that the handling of tourist harassment in Jakarta remains suboptimal. Recommendations are proposed in short-, medium-, and long-term measures. These findings enrich academic discourse through the integration of the SOR model and EDT, while providing a practical policy basis to strengthen Jakarta's image as a safe and sustainable urban destination.

Keywords: *Tourist harassment, Urban tourism, Jakarta, SOR model, EDT, User-centered policy*