Hubungan Persepsi Terhadap Kejadian Bencana Alam Dengan Tingkat Kunjungan Ulang Wisatawan Di Kawasan
Petungkriyono, Kabupaten Pekalongan
Fairuz Tsabita, Dr. Ir. Rhomi Ardiansyah, S.Hut., M.Si., IPM
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HUBUNGAN PERSEPSI TERHADAP KEJADIAN BENCANA ALAM DENGAN TINGKAT KUNJUNGAN ULANG WISATAWAN DI KAWASAN PETUNGKRIYONO, KABUPATEN PEKALONGAN

Fairuz Tsabita[1], Rhomi Ardiansyah[2]

INTISARI

Kawasan Petungkriyono merupakan destinasi wisata alam yang berpotensi bencana alam akibat topografi curam dan curah hujan tinggi. Bencana alam yang terjadi mengganggu akses menuju beberapa objek wisata, sehingga diduga memengaruhi persepsi wisatawan terhadap risiko bencana dan berpengaruh terhadap tingkat kunjungan ulang. Penelitian ini bertujuan mengetahui persepsi wisatawan terhadap kejadian bencana alam, tingkat kunjungan ulang wisatawan, serta hubungan antara keduanya di Kawasan Petungkriyono.

Penelitian menggunakan pendekatan kuantitatif dengan desain korelasional. Data dikumpulkan melalui kuesioner kepada 200 wisatawan yang dipilih dengan teknik *accidental sampling* di Curug Bajing dan Black Canyon Petungkriyono. Persepsi wisatawan diukur melalui tiga variabel, yaitu pengetahuan terhadap bencana, persepsi tingkat bahaya terhadap keselamatan, dan persepsi gangguan terhadap aktivitas wisata. Data dianalisis secara deskriptif dan diuji dengan korelasi *Spearman Rank*.

Hasil penelitian menunjukkan pengetahuan wisatawan terhadap bencana cukup baik, sedangkan persepsi bahaya keselamatan dan gangguan aktivitas wisata tergolong rendah. Tingkat kunjungan ulang wisatawan tergolong tinggi, ditunjukkan oleh proporsi kunjungan berulang serta niat kuat untuk kembali berkunjung. Hasil uji korelasi menunjukkan hanya pengetahuan terhadap bencana yang berhubungan signifikan dan positif dengan tingkat kunjungan ulang, sedangkan persepsi bahaya keselamatan dan gangguan aktivitas wisata tidak signifikan. Penelitian ini menyimpulkan bahwa peningkatan pengetahuan kebencanaan berpotensi mendukung loyalitas wisatawan di Kawasan Petungkriyono.

Kata Kunci: pengetahuan kebencanaan, korelasi *Spearman Rank*, wisata alam rawan bencana, loyalitas wisatawan, mitigasi bencana

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THE RELATIONSHIP BETWEEN PERCEPTIONS OF NATURAL DISASTER EVENTS AND TOURIST REVISIT INTENTION IN THE PETUNGKRIYONO TOURISM AREA, PEKALONGAN REGENCY

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ABSTRACT

Petungkriyono is a nature based tourism destination prone to natural disasters due to its steep topography and high rainfall. Disaster events have disrupted access to several tourist attractions in the area, which is presumed to influence tourist perception of disaster risk and, in turn, their level of repeat visitation. This study aims to determine tourists' perception of natural disaster occurrences, the level of tourists' repeat visits, and the relationship between the two in the Petungkriyono area.

This study employed a quantitative approach with a correlational design. Data were collected through questionnaires distributed to 200 tourists selected using accidental sampling at Curug Bajing and Black Canyon Petungkriyono. Tourists' perception of disaster was measured through three variables: disaster knowledge, perceived danger to safety, and perceived disruption to tourism activities. Data were analyzed descriptively and tested using Spearman Rank correlation.

The results show that tourists' disaster knowledge was fairly good, while their perceived danger to safety and perceived disruption to tourism activities were relatively low. The level of repeat visitation was high, reflected by a substantial proportion of repeat visitors and a strong intention to return. The correlation test showed that only disaster knowledge had a significant positive relationship with the level of repeat visitation, whereas perceived danger to safety and perceived disruption to tourism activities showed no significant relationship. This study concludes that improving disaster knowledge may support tourist loyalty in the Petungkriyono area.

Keywords: *disaster knowledge, Spearman Rank correlation, disaster prone nature tourism, tourist loyalty, disaster mitigation*

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