The Influence of Sense and Perception Risk Regarding Interest in Visiting New Ciputri

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ABSTRACT

Research This aim for knowing, analyzing and explaining *Sense* at New Ciputri. for know, analyze and explain Perception Risk regarding New Ciputri. For know, analyze and explain menegnai interest visit oada New Citri. For know and analyze as well as explain the relationship between Sense and Perception risks on New Cioutri. For know analyze and explain connection in a way Partial the influence of sense on interest visiting New Ciputri, and for know influence Partial between perception risk to interest visit New Ciputri. For know influence in a way simultaneous between the influence of sense and perception risk to interest Visit New Ciputri. Study This done by using quantitative methods with descriptive and verification approaches. The population in this study used *New* Ciputri's Instagram followers 737 followers. The sample used in this research was 246 using the Slovin formula. The analysis technique used in this research is path analysis using partial and simultaneous hypotheses. This research was assisted by analysis tools in the form of SPSS software. The sense variable has influence positive and significant in a way Partial to interest visit New Ciputri. Variable influence risk own significant influence to interest Visit New Ciputri. By simultaneous sense and perception variables risk own significant influence to interest Visit New Ciputri.

Keywords: Sense, Perception Risk, Interest in Visiting

INTRODUCTION

Tourist is activity Where person do journey And live outside the neighborhood no more than one year for vacation, business and other purposes. The important role of tourism in a country makes pararesearcher And Also public other encouraged For do study. Research on tourism in general is very important to do can support development tourist Indonesia become more Good. With exists research about tourist, the result from study the can become base in development And Also repair For make tourist as bone back country Indonesia (Saputra, 2020).

Indonesia is a country with natural potential Which very big, rich will beauty natural, diversity flora And fauna, legacy history, art and culture, all of which can be used as large capital to build tourism resources and have an impact on the economy Indonesia. The tourism industry also plays a role in socio-cultural development and promote country us to world international. As country with various beauty natural And culture, industry tourist Indonesia has great natural tourism potential. This department is expected to be source income foreign exchange biggest. Remember Power pull main traveler is natural beauty and various local cultures and arts, then the potential and Existing natural resources are developed into attractive tourist attractions (Aji, 2017).

Bank Indonesia stated that the tourism sector is a sector that effective in increase foreign exchange country with beauty natural And Also diversity culture Which owned interesting interest traveler For travel in Indonesia. Number of tourist trips made by domestic tourists and abroad in Indonesia experienced enhancement each the year. Statistics This seen from amount journey tourism obtained from the Central Statistics Agency as much 319.21 million in the year of 2018 or experience enhancement as big as 16.42 percent compared amount journey tourists in 2017 amounted to 284.04 million journey traveler archipelago.

The impact that has emerged since the beginning of 2020 is not only on health just, Economy various country even join in caught the impact. Entire industry in Indonesia Good sector trading, flight, center fitness, manufacturing, MSMEs, etc. Pandemic Also impact widespread in the tourism industry in Indonesia (Aini et al., 2021). Due to *the Covid-19* pandemic *19*, area tour closed temporary For guard security together. The tourism industry is predicted to be the second largest foreign exchange contributor for Indonesia Indonesia.

Currently the tourism sector in all countries is experiencing contraction. In Indonesia, a contraction can be seen in terms of tourist visits, both foreign and domestic tourists, whose numbers have decreased. Foreign tourist visits contracted by almost 74.9% or around four million, while the number of domestic tourist visits decreased by almost 30% or by 198 million. As a result, the tourism sector's contribution to *Gross Domestic Product* (GDP) is disrupted. Regarding foreign exchange, the contraction occurred by almost 90% or reached US$3.4 billion. The *Covid-19* pandemic also had an impact on the workforce in the tourism sector which contracted by 6.67% or around 13.67 million workers. This is part of the impact of *Covid-19* on the tourism sector. The number of foreign tourists from the American continent visiting Indonesia in 2021 experienced a very sharp decline. The number of tourists from the United States (US) and Canada contracted, falling by around 79% and 77% respectively. These figures show that the tourism situation in Indonesia has not yet recovered, and has not even gradually recovered. We all have a responsibility to try to restore the tourism

sector immediately.

Plague *Covid-19* impact big for businessman tourist, And businessman the more worry Because signs epidemic virus will resolved still vague. The pandemic has an impact on two aspects, namely *travelers* or tourists, and of course entrepreneurs who are directly involved in the industry tourism (Ngajow et al., 2021). The slowdown in Indonesia's tourism industry is a consequence the global outbreak *of Covid-19* in 2020, then very efforts need to be made to invite tourists who have visited and who are new visit. (Permadi et al., 2020).

The Indonesian tourism industry is now gradually recovering after pandemic. Based on data, foreign tourists (tourists) are estimated come to in July 2022 more than 470,000 people. This is the highest record since the coronavirus pandemic. The number of foreign tourists is expected to reach a total of 1.2 million in the first half of 2022. This value is considered good in comparison the entire year 2021 with number of visitors traveler abroad just in that year only 1.6 million people. Indonesia has Lots developed potential For facilitate acceleration marketing tourist post pandemic, among others potential tourist market foreign tourists (tourists) and domestic tourists (Wisnus) who continue develop . After the pandemic, the government apply a number of strategies for turn on return industry Indonesian tourism. One of them is Cleanliness, Health and Safety (CHS) certification, as many as 6000 units businesses in 34 provinces in Indonesia have pocketing certificate This. This matter done For interesting tourists to travel return to Indonesia.

Tourism Outlook 2021 carries the theme of changes in the Indonesian tourism *landscape, namely the New Tourism Economy* which prioritizes the issues of *low mobility, hygiene, low touch* and *less crowds*. This will become a new habit or trend in tourism. In the 3A concept itself there will be special interest tourism, for example nature tourism, *wellness, domestic micro tourism* and *hospitality*. This will be a trend in tourism development in 2021 and in the future. Recovery steps begin with, first, efforts to build *confidence* or a sense of security, restore domestic tourism, and continue with tourism development in accordance with the National Medium Term Development Plan (RPJMN) after the pandemic. Of course, this recovery process must be continuously monitored with the awareness that during 2021 Indonesia will have serious challenges to continue to improve its tourism performance, as well as immediately handle the recovery of conditions affected by *Covid-19* . The role of the Indonesian government, especially regional governments must exist to develop tourism potentialOne of the tourist attractions is: tourist attractions in West Java province

West Java is one of the largest provinces in Indonesia. Java The West is a tourist destination for tourists from various regions both domestic and foreign. There are many interesting destinations to visit tourists, ranging from historical places to natural recreation areas such as beaches, lakes, volcanoes and religious tourism (Aji, 2017). West Java is one areas that are trying to develop tourism potential to increase income of its people and has become one of the tourist attractions that has variety tour natural And artificial Which has become model destination for traveler domestic nor abroad (Ningtiyas & Alvianna, 2021). Development of natural tourism, especially water-based natural tourism in Java West is currently expected to provide benefits to the people of the provinceJava West, Because area tourist is Wrong One part development in field economy Which give contribution Enough

big to economy country.

Province Java West own potency natural, culture, And tour Which diverse. Since year 2015 Service Tourist And Culture (DISPARTMENT) Java West carries out tourism development in the West Java Province region in period time from year 2015- 2025.

One of the tourist areas in West Java that is visited by many is Kota Dan Bogor Regency. Bogor has a variety of natural tourist attractions, one of which is famous is tour garden tea in Peak, And Garden Raya Bogor. Bogor Alone but Still own place tour natural other Which No lost outside Usually, one of them is Mount Halimun Salak National Park. Park National Mountain Mist Snakefruit is National Parks widest in island Java, Administratively, the Gunung Halimun National Park conservation area Salak is located in two provinces and three districts, namely Bogor Regency and Sukabumi, West Java Province and Lebak district in Banten Province. Region The authority of this National Park is under the management of the Directorate General Protection Forest And Conservation Natural, Ministry Forestry after 1997 which previously coincided with the Gunung National Park Big Pangrango (Joshua, 2018).

Mount Halimun Salak National Park (TNGHS) is part of Region preservation natural. As area preservation natural, TNGHS is area ecology with function as protection system supporting life, preserving the diversity of animal and plant species, as well as utilization sustainable biological natural resources And its ecosystem. The main focus of TNGHS is to maintain a representative ecosystem own diversity type biological. Village should can become a strong supporter of the mission carried out by TNGHS. There are a lot of villages that are included in the TNGHS area are capable of becoming pillars for implementation preservation. Three village among them is Village Cipeuteuy, Village Girijaya, and Tapos Village. These three villages are capable villages develop activity ecotourism Which can held in Region TNGHS. The village has a wide variety of natural resources and culture. Diversity resource natural And culture Which owned can potential

to become a tourist area, especially ecotourism (Mahgpiroh, 2017). One of the villages that has natural and cultural resources is Tapos village Tenjolaya District with *New* Ciputri tourism. The land area is 118 hectares enter to in Region Park National Mountain Mist Snakefruit (TNGHS), has become one of the famous holiday destinations for its camping grounds and tour water plunge with draft natural widest And moment This currently crowded in discussed at one of the tourist attractions in the Bogor area, but the terrain was traversed The steepness and rocks make it quite difficult for visitors to travel *New* Ciputri (Ma'arif, 2020).

Many companies implement this marketing strategy so increase public interest in visiting the area the. A person's interest in visiting arises because of the desire to enjoy product service Which offered company (Krisdianto, 2017). Consumer realize that they like product certain Which they want to have (interest) on stage beginning formation something interest (interest). Interest visit is activity psychic Which arise Because exists feeling (emotions) and thoughts about a destination you want to visit. Consumer will look for information moreover formerly past social media or media other electronics then they will think about products, services or places may be able to fulfill their needs and desires with a distinctive impression

certain Which looks through stimulus (Kumadji, 2016). Interest visit There are two influencing factors, namely the attitudes of other people and circumstances No expected Which can influence interest visit somebody. In (Giovanni et al., 2021), The decrease in the number of tourist visits has also had an impact on the decline in income of business actors in the tourism sector. Important conditions so that own Power pull on something destination tour moment This that is be measured based on 3S (*something to see, something to do, and something to buy*). In give rise to interest And confidence For visit, must have a useful strategy interesting tourists who will visit, in addition to implementation Strict health protocols also require clean, healthy, safe and tourist attractions based on continuity environment or normal called with *CHSE(Cleanliness, Health, Safety And Environment sustainability).* Interested Visit to *New Ciputri* tourism is still small because with various tourist destinations the same as other regions make visitors think that it is touristic *New* Ciputri is the same as other tourist attractions, but *New* Ciputri tourism is very special supports complete and clean supporting facilities and is one of the camping place with that region wide because there are 3 camping yards in various place (Ma'arif, 2020). By Because That Tourists really pay attention to the impact of their visit and how much safe both before and after when traveling. Approach in a way emotional Which build flavor safe This very influence future tourist interest in visiting.

Senses is Wrong One method For touch emotion consumer through experiences that consumers can gain through the five senses they have through products and *services* . purposeful five-sensory experience For displays identity or characteristic typical certain Which looks through stimulus, namely by providing attention and making information clear more interesting (Aulia, 2017). Period pandemic Which Already past Here, tourists specifically Which want to visit to *New* Ciputri very notice completeness facility And cleanliness Because Lots his tour Which not enough Pay attention to the completeness of facilities such as places of worship or toilets clean and comfortable. *New Ciputri* tourism provides these facilities free even For visit to various destination No need pay Return And only Enough pay ticket enter And parking just although in matter distance travel For dating to tour *New* Ciputri This must need power extra Because road Which Enough damaged while uphill makes visitors have to walk and can even make motorized vehicles strike. According to (Novalita, 2020) these variables are perceived by visitors and be a consideration when traveling in choosing tourist attractions for present because the experience created by involving feelings can influential on visit destination tour That Alone And build good perception, then tourism industry managers should give it attention in satisfying the visitors so that can win competition. When visiting tourist destinations both before and during visit in order to gain that experience the emotional connection necessary created. In this consideration, consumers are influenced by several factors namely satisfaction based on emotions that consumers will feel Based on an experience it then sticks and becomes a feeling desire For visit, Then feeling emotional consumer This will be poured And in share become A opinion or perception Which felt when you have visited either by word of mouth or on social media. Social media have influence Which very big to life society and the business world. With the attractiveness of tourist destinations *New* Ciputri then health care or

providing health facilities and a sense of security to traveler can trigger stimulus Good traveler local nor abroad by taking into account several risk perceptions regarding related ratioshow much safe , comfortable and satisfied moment This after pandemic .

Risk perception very important for man, matter This because process taking decision can change thinking rational Which related with choice objective taking decision. Risk Which felt is defined as society's perception of the probability that an action occurscan expose them to dangers that can influence decisions travel if the perceived danger is deemed to be beyond reasonable limits. According to (Gössling et al., 2020) concerns about health and safety during travel create the perception of tourists being hesitant or not even intending to travel. This condition further proves that tourism during the pandemic and after this pandemic is real - Correct No change view traveler will the importance of Health and safety when visit to something place tour . Lots step Which has done by governments and organizations to reduce the negative impact of the pandemic This virus includes the dissemination of information related to health and security risks as well as consideration restrictions journey. Business For restore tourist confidence and thinking about the sustainability of the tourism sector in On the other hand, the future is also an important concern for the State from the sector income And period front that tourism Alone.

Based on background behind the so writer will do study about extent of influence *Sense* influences *Perception Risk* to Interest visit . So writer will submit study Which title " **Influence *Senses And* Perception Risk To Interest Visit On *New* Ciputri ".**

RESEARCH METHODS

Research methods used in study This is approach quantitative . Variables used in study This namely Sense and Perception risk as variable freedom and interest visit as variable dependent .

(Sugiyono, 2019) Operationalization Variable is something tool Which used to measure observed natural and social phenomena. Aspect that will be researched in this research includes the variable (X1), namely *Sense* , the variable(X2) that is Perception Risk And variable (Y) that is Interest Visit.

Table 1
Variable Operationalization

No.	Variables	Sub Variable/ Dimensions	Indicator	Number Question
1.	*Sense* (X1)	*Sight (Sight)*	View natural.	1
			View of the waterfall and reserve culture.	2
		Smell (Smell)	Coolness natural *New* Ciputri.	3
			pollution level.	4
		Touch (Touch)	Touch from cool And its cold air.	5
			Emotional beauty Tour.	6
2	Perception Risk (X2)	Risk Health (*Healty Risk*)	Transmission disease.	7
			Cleanliness facility.	8
		Risk Social	Transmission of the virus	9

			when in crowds.	
		(*Social Risk*)	Fear is incrowd.	10
			Look for information or recommendation to person other.	11
			Perform analysis destination from various source.	12
		Referential	Talking about quality destination to person destination to person	13
3	Interest Visit (Y)	Awareness (Awareness)	Access Which taken k e location Enough easy.	14
			Quality of Service and information supporting	15
			Facility complete Which in give tour.	16

Source: Processing Researcher (2021)

Population used in study This that is bew Instagram followers Ciputra with number 737. With sample a total of 246 samples . Analysis of the data used that is use analysis track or path analysis with testing partial test hypothesis and simultaneous test .

RESULTS AND DISCUSSION
Correlation Test Between Variables Free

The indirect effect is the product of the path coefficient and the correlation coefficient, therefore first determine the magnitude of each coefficient between the independent variables. The relationship between the two independent variables can be explained as follows:

Table 2
Correlation Results Between X1 and X2
Correlations

Sense	Pearson Correlation	1	,720 **
	Sig. (2-tailed)		,000
	N	246	246
Perception Risk	Pearson Correlation	,720 **	1
	Sig. (2-tailed)	,000	
	N	246	246

**. Correlation is significant at the 0.01 levels (2-tailed).

Source : Results Data Processing (2022)

Based on Table 2, the correlation coefficient value between the independent variables is *sense* and perception risk is 0.720. This correlation can be explained in Figure 4.7 as follows:
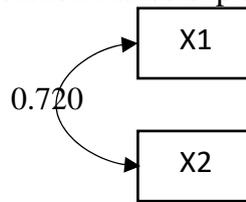

Figure 1 Correlation Between X1 and X2
Source: Data Processing Results (2022)

Based on the results of the analysis, the magnitude of the correlation coefficient between the independent variables, namely *sense* and perception, was obtained risk can be assessed at 0.720, thus *sense* and perception risk has a strong level of relationship, in the same direction because it is positive with a coefficient interval of 0.60 - 0.799 in the strong category.

Analysis of the Coefficient of Determination

As for *Adjusted R-Square* (in regression multiple simple linear) is a proportion of the variation in Y that can be explained by predictor variables if the number of regressor variables changes.

Table 3
Results of Determination Coefficient Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810 [a]	,657	,655	3,559

a. Predictors: (Constant), Perception Risk , *Sense*
b. Dependent Variable: Interest in Visiting
Source: Data Processing Results (2022)

Based on the SPSS output testing the coefficient of determination ($R2^{)}$ of 0.657 or 65.7%, the variable of interest visit can be explained by *sense* and *perception variables risk* or it can be interpreted as *sense* and *perception variables risk* have a contribution to interest visit amounting to 65.7% while the remaining 0.343 or 34.3% is the contribution of other variables (ϵ) which were not studied.

Path Analysis Results (Path Analysis)

Based on the results of data processing using SPSS 24 software, path coefficients were obtained for each *sense* and perception variable risk to interest visit . These results can be seen in Table 4 below:

Table 4
Path Analysis Results

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficient sBeta	t	Sig.
1	(Constant)	6,161	1,472		4,186	,000
	Senses	,500	,043	,494	11,589	,000
	Perception Risk	,431	,048	,379	8,897	,000

a. Dependent Variables: Interest in Visiting

Source: Data Processing Results (2022)

Based on Table 4, it shows the path coefficient value between the *sense* and perception variables risk to interest visit . The respective path values are explained as follows:

1. **Path Coefficient of *Sense Variable* (X1) on Visiting Interest (Y)**

Based on the path coefficient for *the sense* of interest variable visit is 0.494. This shows that the path coefficient of *the sense variable* to interest visit is 0.494, so it is obtained equation $Y = 0.494X_1$.

The coefficient of determination (KD) value for the correlation between the *Sense variable* and interest visit can be explained as follows:

$KD = r^2$ x 100%
$KD = 0.494^2$ x 100%
= 0.244 x 100%
= 24.4%

Based on the results of calculating the coefficient of determination, a value of 24.4% was obtained, meaning that the *sense variable* had a direct influence on the visiting interest variable of 24.4%, while the remainder (100% - 24.4%) = 75.6% was influenced by other variables that were not studied.

2. **Path Coefficient of Perception Variables Risk (X2) on Visit Interest (Y)**
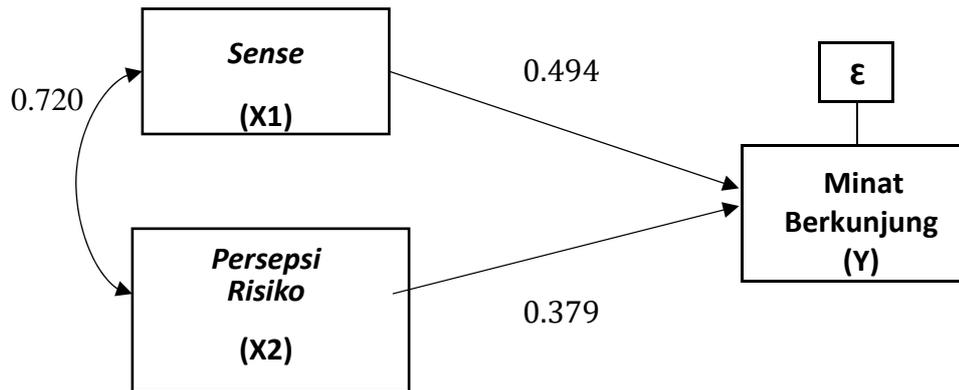
Based on the path coefficient for the Perception variable Risk on Visiting Interest is 0.379. This shows that the path coefficient of the perception variable risk to interest visit is 0.379, so we get the **Y equation = $0.379X_2$** .

The coefficient of determination (KD) value for the correlation between the *Sense variable* and interest visit can be explained as follows:

$KD = r^2$ x 100%
$KD = 0.379^2$ x 100%
= 0.143 x 100%
= 14.3%

Based on the results of calculating the coefficient of determination, a value of 14.3% was obtained, meaning that the *sense variable* had a direct influence on the visiting interest variable of 14.3%, while the remainder (100% - 14.3%) = 85.7% was influenced by other variables not studied.

The path coefficients of variables X1 and X2 towards variable Y can be described as follows:

Source: Data Processing Results (2022)
Figure 2 Variable Path Coefficients X1 and X2 Relative Y

Based on Figure 4.18, it shows that the degree of associativity or path coefficient of *the sense variable* is 0.494 higher than the risk perception variable. of 0.379, meaning that *sense* contributes more to interest in visiting than risk perception . The path equation is as follows:

$$Y = 0.494X_1 + 0.379X_2 + \text{£}$$

Information:
X1   = *Sense*
X2   = Perception Risk
Y   = Purchase Decision
£   = Other variables that are not measured, but affect Y

Sense Test Results (X1) on Visiting Interest (Y)

Table 5
ffect of Partial Sense on Interest in Visiting

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,161	1,472		4,186	,000
	Senses	,500	,043	,494	11,589	,000
	Perception Risk	,431	,048	,379	8,897	,000

a.   Dependent Variables: Interest   in Visiting
Source: Data Processing Results (202 2)

Based on Table 5, it shows that the sig. (0.000) < α (0.05) and t_{hitung} (11,589) > t_{tabel} (1.966), which means that H_0 is rejected, it can be concluded that *sense* partially influences interest in visiting.

Partial Influence of Risk Perception (X2) on Visiting Interest (Y)

Table 6
Partial Effect of Risk Perception on Visiting Interest

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,161	1,472		4,186	,000
	Senses	,500	,043	,494	11,589	,000
	Perception Risk	,431	,048	,379	8,897	,000

a. Dependent Variables: Interest in Visiting
Source: Data Processing Results (2022)

Based on Table 5, it shows that the sig. (0.000) < α (0.05) and $t_{h\ itung}$ (8,897) > t_{tabel} (1.966), which means that H_0 is rejected, it can be concluded that *sense* partially influences interest in visiting.

Simultaneous Test Results

Table 7
Simultaneous Influence of Sense and Risk Perception on Visiting Interest
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9529.729	2	4764.865	353.120	,000 [b]
	Residual	4978.442	393	12,668		
	Total	14508.172	395			

a. Dependent Variables: Interest in Visiting

b. Predictors: (Constant), Perception Risk , *Senses*
Source: Data Processing Results (202 2)

Based on Table 6, it shows that the Sig. (0.000) < α (0.05) and f count (353, 1 2 0) > f table (3 , 0 32) then H0 $_{is}$ rejected, it can be concluded that there is a simultaneous influence between *sense* and perception risk to interest visit .

CONCLUSION

Based on results from study Which have been done, so conclusionthat can be taken regarding "The Influence of *Sense* and Perception of Risk on Interest Visit On *New* Ciputri" that Sense has a positive and significant effect on risk perception, meaningthe higher the level of desire to see and experience the destination nature in *New* Ciputri, then this will of course also have an impact enhancement perception risk Which created visitors. There are influence positive and significant between Sense and Interest visit. This means increasing emotions to get experience

Which obtained to *New* Ciputri, so matter the Of coursewill also have an impact on increasing interest in visiting felt by visitors *New* Ciputri. Perception Risk influential positive and significant towards interest visit. This happens because visitors have already determined the level risks that will be experienced by visitors and the security provided by party *New* Ciputri. So that when risk the Which felt Andis believed to be positive, it will also have an impact on interest in visiting to destination *New* Ciputri .

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