

ABSTRAK

JAMIK. *Pengaruh Persepsi Risiko Perjalanan Wisatawan Terhadap Motivasi Perjalanan Sumatera Utara Ke Malaysia Pasca Pandemi COVID-19*. Dibimbing oleh NUKEU NOVIA ANDRIANI dan ASMARA WILADANI PASARIBU.

Penelitian ini membahas pengaruh persepsi risiko perjalanan wisatawan terhadap motivasi perjalanan Sumatera Utara ke Malaysia pasca pandemi COVID-19. Malaysia merupakan salah satu dari sekian negara yang industri pariwisatanya tengah dalam masa pemulihan dari krisis pariwisata akibat pandemi COVID-19. Wisatawan mancanegara yang berkunjung ke Malaysia pun menurun sejak pandemi COVID-19. Dikarenakan Wisatawan pasca pandemi cenderung memiliki kekhawatiran lebih tinggi terhadap risiko perjalanan dibandingkan sebelum pandemi COVID-19. Persepsi wisatawan mengenai persepsi risiko perjalanan mampu menjadi gambaran dasar untuk mengetahui bagaimana kekhawatiran dan keraguan wisatawan Sumatera Utara untuk meningkatkan motivasi melakukan perjalanan ke Malaysia pasca Covid 19. Tujuan penelitian ini adalah untuk mengetahui bagaimana persepsi risiko perjalanan wisatawan Sumatera Utara ke Malaysia pasca pandemi COVID-19. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Pengambilan sampel dilakukan dengan menggunakan rumus Slovin terhadap sampel yaitu sebanyak 100 wisatawan Sumatera Utara. Teknik analisis data yang digunakan analisis deskriptif dan analisis regresi sederhana. Berdasarkan hasil penelitian menunjukkan bahwa persepsi risiko berpengaruh positif dan signifikan terhadap motivasi perjalanan. Persamaan regresi diperoleh $Y = 4.565 + 0.316 (X)$ menunjukkan adanya hubungan antara persepsi risiko perjalanan yang meliputi *physical risk*, *social risk*, *Psychological risk*, *Financial risk*, *performance risk* dan *Time-loss risk* terhadap motivasi perjalanan wisatawan Sumatera Utara ke Malaysia pasca pandemi COVID-19.

Kata kunci: Persepsi Risiko, Motivasi, COVID-19

ABSTRACT

JAMIK. The Effect of Tour Travel Risk Perception on Tour Travel Motivation Sumatera Utara Tourist to *Malaysia* during the COVID-19 Pandemic. Supervised by NUKEU NOVIA ANDRIANI and ASMARA WILADANI PASARIBU.

This research discusses the effect of tour travel risk perception on tour travel motivation on Sumatera Utara Tourists to *Malaysia* during the COVID-19 Pandemic. Malaysia is one of the countries whose tourism industry is recovering from the tourism crisis due to the COVID-19 pandemic. Foreign tourists visiting Malaysia have also decreased since the COVID-19 pandemic. This is because post-pandemic travelers tend to have higher concerns about travel risks than before the COVID-19 pandemic. Tourist perceptions regarding the Risk Perception of travel are able to become a basic illustration to find out how the worries and doubts of Sumatera Utara tourists increase their travel motivation to Malaysia after Covid 19. This research aimed to examine and analyze the effect of Tour Travel Risk Perception includes *physical risk*, *social risk*, *Psychological risk*, *Financial risk*, *performance risk* and *Time-loss risk* on Tour Travel Motivation on Sumatera Utara Tourist to *Malaysia* during the Covid-19 Pandemic. In this the research used a quantitative method. Sampling the population using the Slovin formula, there were a sample of 100 respondents. The technique of data analysis uses simple linear regression. The results of the study illustrate the risk perception has a positive and significant effect on tour travel motivation. The equality of this regression is $Y = 4.565 + 0.316 (X)$ illustrating Tour Travel Risk Perception has a positive and significant effect on Tour Travel Motivation Sumatera Utara Tourist to *Malaysia* during the COVID-19 Pandemic.

Keywords: Risk Perception, Motivation, COVID-19