

ABSTRAK

Dengan adanya pelanggaran pasca pandemi melalui PPKM, minat berkunjung pada hotel berbintang di Jakarta kembali berpotensi dalam pengoperasiannya, serta dalam menumbuhkan industri perhotelan kembali dengan mengoptimalkan pemasarannya guna mendukung potensi wisata melalui occupancy dan minat berkunjung hotel yang kembali membaik. Tujuan penelitian ini adalah untuk menguji dan menganalisis Pengaruh *Perceived Risk*, *Subjective Norms*, dan *Perceived Behavioral Control* Terhadap Minat Berkunjung Hotel di DKI Jakarta. Jenis penelitian ini merupakan penelitian kuantitatif dengan desain penelitian kausal. Populasi pada penelitian ini yaitu seluruh warga masyarakat DKI Jakarta yang mengetahui dan pernah berkunjung di Hotel yang berada pada kawasan DKI Jakarta dengan sampel sebanyak 323 responden. Analisis data menggunakan SEM-PLS. Hasil penelitian ini menyatakan *perceived risk* berpengaruh negatif dan tidak signifikan terhadap minat berkunjung hotel di DKI Jakarta. Sementara, *subjective norms* dan *perceived behavioral control* berpengaruh positif dan signifikan terhadap minat berkunjung hotel di DKI Jakarta.

Kata Kunci: *Perceived risk*, *subjective norms*, *perceived behavioral control*, minat berkunjung.

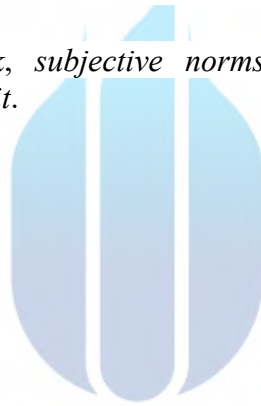


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ABSTRACT

With post-pandemic easing through PPKM, interest in visiting star-rated hotels in Jakarta can return to operation and grow the hospitality industry again by optimizing its marketing to support tourism potential through occupancy and interest in visiting hotels, which is improving again. This study aimed to examine and analyze the effect of Perceived Risk, Subjective Norms, and Perceived Behavioral Control on Interest in Visiting Hotels in DKI Jakarta. This type of research is quantitative research with a causal research design. The population in this study are all residents of DKI Jakarta who know and have visited hotels in the DKI Jakarta area, with a sample of 323 respondents using SEM-PLS. The results of this study state that perceived risk has a negative and insignificant effect on the intention to visit hotels in DKI Jakarta. Meanwhile, subjective norms and perceived behavioral control positively and significantly impact the interest in visiting hotels in DKI Jakarta.

Keywords: Perceived risk, subjective norms, perceived behavioral control, intention to visit.



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