

PENGARUH MANAJEMEN RISIKO KESELAMATAN DAN KINERJA *TOUR GUIDE* TERHADAP KESELAMATAN WISATAWAN PADA KEGIATAN *OPEN TRIP* PULAU PAHAWANG CV. KALIJATI BERSAUDARA

Abstrak

Kegiatan wisata bahari memiliki tingkat risiko yang cukup tinggi sehingga aspek keselamatan wisatawan menjadi hal yang penting untuk diperhatikan. Keselamatan wisatawan dipengaruhi oleh berbagai faktor, di antaranya manajemen risiko keselamatan yang diterapkan oleh penyelenggara wisata serta kinerja *tour guide* selama kegiatan berlangsung. Penelitian ini bertujuan untuk mengetahui pengaruh manajemen risiko keselamatan dan kinerja *tour guide* terhadap keselamatan wisatawan pada kegiatan *open trip* Pulau Pahawang CV. Kalijati Bersaudara. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan asosiatif. Data dikumpulkan melalui penyebaran kuesioner kepada 100 wisatawan yang pernah mengikuti kegiatan *open trip* Pulau Pahawang CV. Kalijati Bersaudara. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi (R^2). Hasil penelitian memperlihatkan bahwa manajemen risiko keselamatan dan kinerja *tour guide* berpengaruh positif dan signifikan terhadap keselamatan wisatawan. Secara parsial, manajemen risiko keselamatan memperoleh nilai t-hitung senilai 5,827 dan kinerja *tour guide* senilai 7,299 dengan nilai signifikansi 0,000. Secara simultan, kedua variabel berpengaruh signifikan dengan nilai F-hitung senilai 48,749 dan signifikansi 0,000. Nilai Adjusted R Square senilai 0,491 memperlihatkan bahwa kedua variabel mampu menjelaskan keselamatan wisatawan senilai 49,1%.

Kata Kunci: Keselamatan Wisatawan, Kinerja *Tour Guide*, Manajemen Risiko Keselamatan, *Open Trip*, Pulau Pahawang.

THE INFLUENCE OF SAFETY RISK MANAGEMENT AND TOUR GUIDE PERFORMANCE ON TOURIST SAFETY IN THE PAHAWANG ISLAND OPEN TRIP ACTIVITY OF CV. KALIJATI BERSAUDARA

Abstract

Marine tourism activities have a relatively high level of risk, making tourist safety an important aspect that must be considered. Tourist safety is influenced by various factors, including the implementation of safety risk management by tour operators and the performance of tour guides during the tour. This study aims to determine the influence of safety risk management and tour guide performance on tourist safety in the open trip program to Pahawang Island organized by CV. Kalijati Bersaudara. This study employed a quantitative method with a descriptive and associative approach. Data were collected through questionnaires distributed to 100 tourists who had participated in the open trip program to Pahawang Island organized by CV. Kalijati Bersaudara. The data were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2). The results indicate that safety risk management and tour guide performance have a positive and significant effect on tourist safety. Partially, safety risk management obtained a t-value of 5.827 and tour guide performance obtained a t-value of 7.299, both with a significance value of 0.000. Simultaneously, both variables significantly affect tourist safety with an F-value of 48.749 and a significance value of 0.000. The Adjusted R Square value of 0.491 indicates that both variables explain 49.1% of tourist safety.

Keywords: *Open Trip, Pahawang Island, Safety Risk Management, Tour Guide Performance, Tourist Safety.*