

## **The Influence of Safety on Tourists' Visiting Decisions to Pantai Binasi, Kota Pariaman**

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### **ABSTRACT**

This study investigates the influence of perceived safety on tourists' visiting decisions to Pantai Binasi, Kota Pariaman, a coastal destination facing security-related concerns such as local harassment and lack of environmental monitoring. Using a quantitative, causal-associative approach, data were gathered from 100 visitors through incidental sampling and analyzed using descriptive statistics and simple linear regression via SPSS 26. The safety variable was rated moderately (mean = 3.13; TCR = 62.58%), while the visiting decision also received a moderate score (mean = 3.15; TCR = 62.98%). Regression results show that perceived safety has a significant positive effect on visiting decisions ( $p < 0.001$ ), with a determination coefficient ( $R^2$ ) of 0.572, indicating that 57.2% of the variation in tourist decisions is explained by perceived safety. These findings highlight the critical role of safety in tourism behavior and underscore the need for improved destination management strategies, particularly in enhancing physical security, mitigating local disturbances, and providing clear safety signage to foster a more trustworthy and welcoming environment for visitors.

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## **1. INTRODUCTION**

Tourism is one of the leading sectors in the economic development of Indonesia, especially in regions endowed with natural beauty and cultural uniqueness. Coastal destinations in particular offer tremendous potential for attracting both domestic and international tourists. Kota Pariaman in West Sumatra is one such region, with Pantai Binasi emerging as a popular site due to its scenic charm, strategic location, and natural atmosphere. Despite this potential, the destination is experiencing stagnation in visitor growth due to concerns regarding tourist safety.

Safety is a fundamental consideration in tourists' decision-making processes. When travelers perceive a destination as unsafe, even the most attractive natural or cultural features may be overshadowed by anxiety or risk aversion. This is evident at Pantai Binasi, where online reviews and field interviews reveal recurring issues such as harassment from local individuals, environmental neglect, and the absence of formal security infrastructure. These experiences negatively affect tourists' visiting decisions—including their intent to recommend the site or revisit in the future. According to Junensih and Ratnawili [1], safety significantly influences tourist behavior and destination preference. Similarly,

Khudzfuroyya et al. [2] found that perceived security is a key determinant in choosing a tourist site, alongside factors like pricing and location.

Scholars agree that tourist safety encompasses not only protection from crime or physical threats but also the assurance of environmental cleanliness, reliable emergency support, and the absence of intimidation or exploitation [3], [4]. Aisyah and Fadhillah [5] emphasize the importance of standardizing safety protocols in nature-based tourism to avoid unmanaged risk exposure. Herjanto and Kristiningrum [6] also argue that the absence of national standards in tourism security leads to inconsistent protection across destinations. In the context of tourism studies, safety perception can significantly affect all phases of visitor behavior—from destination selection to post-visit satisfaction and loyalty [7], [8].

Moreover, Anggraini et al. [9] highlight that safety perception interacts with marketing variables such as promotion and service quality, thereby influencing the competitiveness of a destination. While many studies explore safety in major tourism centers, there is limited empirical evidence on how safety issues impact tourist behavior in emerging or secondary destinations such as Pantai Binasi—locations that often lack adequate infrastructure and professional tourism management [10].

Given this background, this study aims to analyze the influence of perceived safety on the visiting decisions of tourists at Pantai Binasi, Kota Pariaman. By applying a quantitative causal-associative method, the research contributes empirical evidence to the ongoing discourse on destination management. Furthermore, this study responds to the need for localized, data-driven strategies to enhance safety and visitor satisfaction, as emphasized in tourism development literature and national sustainability standards [11], [12].

## 2. METHOD

This study employed a quantitative research approach with a causal-associative design to examine the effect of perceived safety on tourists' visiting decisions at Pantai Binasi, Kota Pariaman. The independent variable in this study is safety (X), while the dependent variable is visiting decision (Y). The research was conducted in February 2024 at Pantai Binasi, a coastal tourist destination in West Sumatra, Indonesia.

The target population consisted of all tourists who had previously visited Pantai Binasi. Due to the unknown total population size, the sample size was determined using Hair et al.'s guideline, which recommends 5 to 10 respondents per indicator. With 10 indicators used in the instrument, a total of 100 respondents were selected using incidental (convenience) sampling. This non-probability sampling method was suitable for accessing individuals who were available and met the research criteria during the data collection period.

Data were collected using a structured questionnaire designed based on validated indicators for both variables. The safety variable included indicators such as (1) absence of disturbance from locals, (2) environmental security, and (3) absence of physical threats or intimidation. The visiting decision variable was measured using indicators like (1) confidence in decision-making, (2) destination preference, (3) willingness to recommend, (4) revisit intention, and (5) destination-related travel factors (e.g., time, cost, and accessibility).

Respondents rated statements on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Instrument validity was assessed using item-total correlation, and all items showed significant correlation ( $r > 0.1946$ ,  $p < 0.05$ ), indicating validity. Reliability testing yielded Cronbach's Alpha values of 0.941 for safety and 0.971 for visiting decision, both exceeding the acceptable threshold of 0.6, indicating high internal consistency.

Data analysis was conducted using SPSS version 26. Descriptive statistics were used to summarize respondent characteristics and variable distributions. Inferential statistical tests included normality testing (Kolmogorov–Smirnov), linearity testing (ANOVA for deviation from linearity), and simple linear regression to assess the effect of safety on visiting decisions. Significance was determined at  $p < 0.05$ . The coefficient of determination ( $R^2$ ) was used to evaluate the extent to which safety accounted for variance in visiting decisions.

### 3. RESULTS AND DISCUSSION

#### 3.1. Result

##### 3.1.1. Respondent Profile

The study collected responses from 100 tourists who had visited Pantai Binasi, Kota Pariaman. The demographic profile indicates that the majority of respondents were female (69%), aged between 17–21 years (44%), and primarily students (48%). Most respondents (56%) had only visited Pantai Binasi once, and 56% originated from within Kota Pariaman, suggesting the site remains more popular among local residents.

##### 3.1.2. Descriptive Analysis of Variables

The perceived safety variable (X), consisting of 9 items, was measured using a 5-point Likert scale. The descriptive results show an overall mean score of 3.13, with a Respondent Achievement Level (TCR) value of 62.58%, categorizing safety perception as moderately good. The highest TCR (65.40%) was found in the "environmental safety" indicator, while the lowest (57.07%) was associated with the absence of physical threats and premanism. This suggests that although tourists feel relatively safe in the environment, concerns about potential harassment or intimidation still persist.

For the visiting decision variable (Y), which included 21 items, the mean score was 3.15, with a TCR of 62.98%, also indicating a moderately good perception. Among the indicators, the highest TCR was in "revisit intention" (70.53%), while the lowest was in "destination preference" (52.73%). This indicates that while some tourists are open to returning, they may not prioritize Pantai Binasi over other destinations or recommend it confidently to others.

##### 3.1.3. Validity and Reliability Test

Table 1. Validity Test Results

Item Statement	Variable	Sig. (2-tailed)	Valid
X1.1	Safety	0.000	Yes
X1.2	Safety	0.000	Yes
X1.3	Safety	0.000	Yes
X1.4	Safety	0.000	Yes
X1.5	Safety	0.000	Yes
X1.6	Safety	0.000	Yes
X1.7	Safety	0.000	Yes
X1.8	Safety	0.000	Yes
Y1.1	Visiting Decision	0.000	Yes
Y1.2	Visiting Decision	0.000	Yes
Y1.3	Visiting Decision	0.000	Yes
Y1.4	Visiting Decision	0.000	Yes
Y1.5	Visiting Decision	0.000	Yes
Y1.6	Visiting Decision	0.000	Yes

The validity test, conducted using the Pearson Product-Moment correlation method, showed that all questionnaire items for both the Safety (X) and Visiting Decision (Y) variables had significance values (Sig. 2-tailed) of 0.000, which are below the threshold of 0.05. This confirms that each item is statistically significant and has a strong correlation with the total score of its respective variable. Therefore, all items are considered valid, indicating that the instrument accurately measures the constructs of perceived safety and tourist visiting decisions at Pantai Binasi, and is suitable for further analysis such as regression and hypothesis testing.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Safety	0.891	Reliable
Visiting Decision	0.837	Reliable

The reliability test results, as shown in Table 2, indicate that the Cronbach's Alpha value for the Safety variable is 0.891 and for the Visiting Decision variable is 0.837, both of which exceed the minimum acceptable threshold of 0.70. These values demonstrate a high level of internal consistency, meaning that the questionnaire items used to measure both variables are reliable and produce consistent responses. Thus, the measurement instrument is considered appropriate and dependable for further statistical analysis such as correlation and regression.

### 3.1.4. Normality, Linearity, and Homogeneity Testing

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.56705421
Most Extreme Differences	Absolute	.089
	Positive	.057
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.050c

The results of the One-Sample Kolmogorov-Smirnov test, as shown in Table 1, indicate that the data are normally distributed, with an Asymp. Sig. (2-tailed) value of 0.050. Since this p-value is equal to the standard threshold of 0.05, it suggests that there is no significant deviation from a normal distribution. Therefore, the residuals from the regression model meet the assumption of normality, which supports the validity of conducting parametric statistical tests such as linear regression in this study.

Table 2. Homogeneity Test Results

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Visiting Decisions	Based on Mean	1.433	10	85	.180
	Based on Median	.951	10	85	.492
	Based on Median and with adjusted df	.951	10	65.955	.494
	Based on trimmed mean	1.403	10	85	.193

The homogeneity of variances test was performed using Levene's test to assess whether the variance across groups for the visiting decision variable was equal. As presented in Table 2, the test results across all methods—based on mean (Sig. = 0.180), median (Sig. = 0.492), median with adjusted degrees of freedom (Sig. = 0.494), and trimmed mean (Sig. = 0.193)—produced significance values greater than 0.05. These results indicate that there are no statistically significant differences in variances among the groups. Therefore, it can be concluded that the data meet the assumption of homogeneity of variance, validating the use of parametric statistical methods such as linear regression for further analysis.

Table 3. Results of Linearity Test of Safety on Visiting Decisions

			Sum of Squares	df	Mean Square F		Sig.
Visiting Decisions (Y) * Safety (X)	Between Groups	(Combined)	629.936	11	57.267	8.553	.000
		Linearity	566.773	1	566.773	84.647	.000
		Deviation from Linearity	63.162	10	6.316	.943	.498
	Within Groups		589.224	88	6.696		
Total			1219.160	99			

The linearity test was conducted to evaluate whether there is a linear relationship between the independent variable (safety) and the dependent variable (visiting decisions). As shown in Table 3, the significance value for the Linearity component is 0.000, which is less than 0.05, indicating a statistically significant linear relationship between the two variables. Additionally, the significance value for the Deviation from Linearity is 0.498, which is greater than 0.05. This implies that the deviation from linearity is not significant, and the relationship between the variables can be considered linear. Based on these results, it can be concluded that the assumption of linearity is fulfilled, and the use of linear regression analysis to examine the effect of perceived safety on visiting decisions is statistically appropriate.

### 3.1.5. Hypothesis Testing

Table 4. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	31.431	3.671		8.562	.000
Keamanan (X)	1.144	.124	.682	9.227	.000

The results of the simple linear regression analysis, as presented in Table 4, demonstrate that perceived safety (X) has a significant and positive effect on tourists' visiting decisions (Y). The unstandardized coefficient (B) for the safety variable is 1.144, with a significance value of 0.000 ( $p < 0.05$ ), indicating that the relationship is statistically significant. This means that for every one-unit increase in perceived safety, the visiting decision score increases by 1.144 units. The t-value of 9.227 further confirms the strength of this relationship. Additionally, the standardized coefficient (Beta) of 0.682 suggests a strong positive correlation between safety and visiting decisions. These results support the hypothesis that safety perceptions significantly influence tourists' behavioral intentions, and highlight the importance of enhancing destination security to improve visitation outcomes.

## 3.2. Discussion

The findings of this study confirm that perceived safety significantly influences tourists' decisions to visit Pantai Binasi, Kota Pariaman. The regression results showed a standardized coefficient ( $\beta$ ) of 0.682 with a significance level of  $p < 0.001$ , indicating that safety perception explains 57.2% of the variance in visiting decisions. This strong and statistically significant effect underscores the critical importance of safety in tourism decision-making behavior. Tourists tend to avoid destinations where they feel vulnerable to threats—physical, social, or environmental—regardless of the attractiveness of the destination itself. This finding supports prior research which has consistently emphasized that safety is a fundamental determinant in the tourism decision-making process [1], [2].

In the present study, the mean score for safety perception was 3.13, categorized as “moderately good,” while indicators related to physical threats and local intimidation, such as premanism, scored lowest. These findings suggest that although Pantai Binasi has notable natural appeal, it is hindered by perceived insecurity. This is consistent with Junensih and Ratnawili [1], who found that safety has a positive and significant effect on tourists' intention to visit Suban Air Panas Curup. Similarly, Khudzfuroyya et al. [2] showed that safety perception significantly increases tourists' willingness to choose and recommend a destination. Moreover, the absence of visible security personnel, signage, and formal complaint mechanisms at Pantai Binasi potentially exacerbates these negative perceptions and weakens visitor confidence.

The role of safety as a core psychological factor also aligns with the broader theoretical framework in tourism studies, where perceived risk and trust shape behavioral intentions, destination loyalty, and revisit likelihood. Khalik [3] emphasizes that tourist safety encompasses not only protection from physical harm but also the psychological assurance of freedom from threat, discomfort, and exploitation. Tourists' decision-making processes, therefore, are shaped by both tangible and intangible perceptions of the destination environment.

Interestingly, although "revisit intention" was the highest-scoring indicator among visiting decisions, the lowest score was recorded in "destination preference." This contrast suggests a behavioral paradox—tourists may be willing to return due to accessibility or scenic value, yet hesitant to prioritize or advocate the site due to underlying safety concerns. This nuance reflects the dual influence of intrinsic motivation (e.g., natural beauty) and extrinsic factors (e.g., social safety), both of which play important roles in forming overall destination image and loyalty.

From a managerial and policy standpoint, these findings indicate an urgent need to improve destination safety not only as a precautionary measure but as a core strategy in sustainable tourism development. As Khalik [3] and Sugiyono [4] suggest, local governments must integrate structured safety measures—such as clear signage, trained tourism security staff, and community-based monitoring systems—to improve perceived and actual safety. This also includes strengthening stakeholder collaboration to mitigate disruptive local behavior and enhance visitor services.

#### 4. CONCLUSION

This study concludes that perceived safety has a significant and positive effect on tourists' visiting decisions to Pantai Binasi, Kota Pariaman. The regression analysis demonstrated that safety accounts for 57.2% of the variation in visiting behavior, confirming its critical role in shaping tourists' preferences, recommendations, and revisit intentions. Although the overall perception of safety was moderately good, specific concerns regarding physical threats, lack of on-site security infrastructure, and negative interactions with local individuals hinder Pantai Binasi's potential as a preferred tourist destination.

These findings reinforce the importance of integrating safety as a strategic component of destination management. Improving perceived and actual safety through visible enforcement, community engagement, clear signage, and cleanliness can enhance visitor confidence, increase loyalty, and improve the site's competitive standing in the regional tourism market. Future studies are encouraged to explore the influence of other psychological or environmental factors and to adopt a comparative approach involving multiple destinations to validate the generalizability of these results.

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