
THE EFFECT OF DESTINATION IMAGE AND SAFETY ON TOURISTS' DECISIONS TO VISIT NIPAH BEACH AFTER A ROBBERY INCIDENT



Fitria Ismianti¹
Universitas Mataram, Mataram, Indonesia
fitriaismaintisk2024@gmail.com

Handry Sudiarta Athar²
Universitas Mataram, Mataram, Indonesia
handrysudiarta@gmail.com

Abstract

This study aims to analyze the influence of destination image and safety on tourists' decisions to visit Nipah Beach. Data collection methods used questionnaires. The population consisted of 100 respondents, with a sample size of 100. The analysis method used in this study was multiple linear regression analysis using the Statistical Package for the Social Sciences (SPSS). The results of this study indicate that, first, destination image and safety have a positive and significant effect on the decision to visit. The results of this study are expected to be taken into consideration by tourism managers and local governments in determining the right strategy to restore the image of Nipah as a destination and improve safety aspects in order to attract tourists to visit.

Keywords: Destination Image, Safety, Decision to Visit

INTRODUCTION

In this era of globalization, people are required to work hard to meet their daily needs. The busyness of everyday life inevitably leads to fatigue, so people need activities that can relieve stress, such as *refreshing* or vacationing. This not only relieves fatigue but also provides memorable experiences in between the busyness of daily activities (Wahyuddin & Athar, 2017).

Indonesia is a country blessed with extraordinary natural resources untouched by human intervention. This makes Indonesia one of the world's most popular tourist destinations and a favorite vacation spot for foreign tourists. Its natural resources and cultural and linguistic diversity make Indonesia a miniature version of the world (Junensih, 2021). Tourism itself is often understood as activities related to travel for the purposes of recreation, vacation, or visits. There are many different types of tourism, such as historical sites or natural beauty. The tourism sector is not only an economic asset but also key to infrastructure development, improving the quality of human resources, and cultural preservation (Jones, 2011).

According to Yoeti (1982:103), tourism is a short trip from one area to another, which is certainly not for work or livelihood but for sightseeing, vacationing, recreation, or various other personal purposes. In recent years, tourism in Indonesia has experienced significant growth, supported by several factors such as natural wealth, culture, strategic geographical position, abundant natural resources, and natural beauty. This certainly makes Indonesia attractive and successful in attracting tourists (Imam Pratama et al., 2021). The development of tourism in Indonesia is certainly not only influenced by the natural wealth offered to tourists, but also includes factors such as destination image and the sense of security felt by tourists. This is an important factor because if tourists have a positive perception of a destination, this will influence them to evaluate the destination before visiting.

Destination image is often understood as how a person or individual views, experiences, and believes about a destination. In addition, destination image is a mental picture of a person or individual that is formed from experience, knowledge, beliefs, feelings, and overall perceptions of a tourist destination (Nurhaida et al., 2024). In addition, safety factors at a tourist destination are certainly very essential. As stated by *The World Tourism Organization* (UNWTO) (2004), developing countries must provide a sense of safety and comfort to tourists as an alternative to traveling. Safety is not a common factor for tourists but a priority factor and plays a crucial role in shaping the image of a tourist area (Wulandari, 2025). Dengan tingkat keamanan yang tinggi tentu akan menumbuhkan rasa aman dan rasa trust local and foreign tourists to visit tourist areas. However, if tourists feel uncomfortable or unsafe, it will certainly affect their interest in visiting. Thus, the safety factor plays a very important role for tourists in determining their decision to visit. According to (Priatmoko, 2017:77), the decision to visit is a form of consumption or purchase of tourism products by tourists.

Lombok is not only rich in natural beauty, but also in cultural diversity. The beauty of the sea, the diversity of local culture, and improved accessibility make Lombok one of the leading tourist destinations in Indonesia. One of the best destinations with its own unique charm is Nipah Beach, located in the Pemenang sub-district of North Lombok regency. This beach is a tourist destination that is visited by many tourists. Upon entering the Nipah Beach area, tourists are not only enchanted by the beauty of the beach, but also treated to the sight

of fishing boats lined up on the shore, the calm sea, and unique culinary spots that attract both local and foreign tourists.

However, in recent weeks, Nipah Beach, which used to be crowded with visitors, has experienced a drastic decline in visits after a robbery incident that killed a student from Mataram University. This robbery incident not only caused deep sorrow but also raised concerns about safety among the local community and tourists. The loss of security in this tourist area has certainly had a significant impact on damaging the positive image that Nipah Beach has had so far. The sense of security when traveling, which should be the main factor or foundation in traveling, has now vanished in the blink of an eye due to the robbery incident. Nipah Beach, which was once known for its unique appeal compared to other tourist attractions, now has a negative image that makes tourists think twice about visiting. This loss of security has the potential to damage the positive image of Nipah Beach, which was previously known as a peaceful and attractive destination. This situation raises questions about the extent to which the image of a destination and security factors influence tourists' decisions to visit Nipah Beach.

Therefore, research on the influence of destination image and safety on tourists' decisions to visit Nipah Beach after the robbery case is relevant and can provide answers to questions such as: 1. Does the image of Nipah Beach after the robbery case influence tourists' decisions to visit? 2. Do safety factors at Nipah Beach have an impact on tourists' decisions in choosing a destination? The results of this study are expected to provide a deeper understanding of tourist behavior, as well as input for destination managers and local governments in formulating safety-based tourism marketing strategies to restore the image of Nipah Beach and increase the number of tourist visits.

REVIEW OF LITERATURE

Destination Image

An image can be defined as a person's view or perception of an object. A tourist destination is one or more geographical areas within an administrative region that definitely has tourist attractions, facilities, accessibility, and several factors that influence or are related to tourism activities. Natural conditions and climate also influence the image of a destination (Timotius & Nainggolan, 2023).

Destination image is closely related to a person's view, impression, or perception of a region. Everyone has a different impression depending on their experiences or the information they obtain from various sources (Lopes, 2011).

The image of a destination is an important factor in the process of choosing a tourist destination. This image can be measured by the quality of its services, atmosphere, and how attractive the destination is in terms of satisfying tourists. (Herman et al., 2024).

(Qu et al., 2011) states that destination image is divided into several indicators, such as:

1. Cognitive Image is defined as the image of a destination formed through information obtained and individual beliefs. For example, perceptions or descriptions of tourist attractions, available facilities, or cultural traditions in the area.

2. Unique Image is the image of a destination formed from the uniqueness of a tourist attraction or destination. For example, the culture or environmental characteristics that distinguish it from other destinations.
3. Affective Image refers to the feelings that tourists experience when visiting a destination. For example, feelings of joy, relaxation, safety, and comfort that arise during the trip or after the trip.

According to (Nurhaida et al., 2024) destination image plays an important role in tourist behavior, with two main aspects, namely:

1. Destination image has a significant influence on tourists' decision-making process to visit a destination
2. Destination image influences tourists' behavior after visiting, such as their post-visit experience, satisfaction, intention to revisit, and whether or not they will recommend the destination to others.

Safety

Tourism safety is certainly a very important factor and is related to the comfort of tourists when conducting tourist activities (Hamm & Su, 2021). Maximizing safety at a tourist destination is certainly a form of effort to attract tourists. Safety is certainly the most important factor in a tourist area (Fian Damasdino et al., 2021).

Tourism safety and security are the responsibility of local authorities. Implementing effective strategies, such as minimizing the risk of adverse events through strict supervision, will certainly increase tourists' sense of security and boost tourist visits (Damasdino et al., 2021). Strict control of negative risks will certainly benefit not only tourists but also the local community (Arianto et al., 2022).

Richter (1992) emphasizes that safety factors greatly influence the development of a tourist destination. However, in developing countries, safety is not a priority in developing a tourist destination, so bad things often happen, which, of course, are detrimental to all parties.

According to Yunita Engraini in Sinaga, there are several indicators of travel safety, such as:

- a. Crimes and Violence These often occur in tourist areas. Acts of violence or crimes committed intentionally or unintentionally can cause physical and psychological harm to others.
- b. Risk of Disease This is often considered trivial, but tourists may feel unsafe when some of them or local people become exposed to disease in the destination area. This threat can originate from the tourist area itself or from the internal health of tourists.
- c. Disturbances from the surrounding community refer to negative interactions between the community and tourists. These include aggressive selling, catcalling, criminal acts, mistreatment, and unfriendly behavior. This often occurs when tourists are shopping or enjoying tourist activities.
- d. Safety Equipment and Facilities, This refers to tourist areas that have a risk of accidents due to inadequate facilities such as vehicles, elevators, and recreational or sports facilities that are not well maintained and uncontrolled.

The Destination to Visit

The decision to visit is a process that results in a decision or preference. This preference becomes a supporting factor for a person in making a decision. So the decision to visit is defined as the process of a person to carry out a visit to a destination (Ananda, 2022). Prasetyo & Ridwanudin (2016) divide visiting decisions into several dimensions, namely:

1. Brand refers to a product or service that can be distinguished in several ways, such as name, product or service, symbol, and others that are certainly different from competitors.
2. Place of purchase, after finding the brand they want, visitors will look for a location or facility that can support their visit.
3. Quantity: tourists will determine how many tourist destinations they will visit.
4. Timing: tourists will determine the right time for them to visit or travel.
5. Payment Method: Tourists will certainly choose the type of payment they want when visiting a tourist destination.

RESEARCH METHOD

This study uses a quantitative method with a causal associative approach. This model approach was chosen with the aim of explaining the cause and effect or relationship between several variables that include dependent and independent variables that are influential in the context of management. The causal associative approach emphasizes the relationship between cause and effect, which means that there are two or more variables that are interrelated, such as independent variables that influence and dependent variables that are influenced (Dewi, 2019). This method is often used to study a sample or population using random sampling techniques.

This research was conducted in North Lombok Regency, focusing on visitors to Nipah Beach. This location was chosen because it is highly relevant to the issue being studied, namely, the image of the destination and security aspects after the occurrence of robbery cases. In addition, this location was chosen because Nipah Beach is a destination that is frequently visited by tourists due to its unique appeal, making it easier for researchers to obtain samples to be used as research subjects. This research will be conducted from 2025 until it is completed.

The population in this study includes visitors to Nipah Beach, or tourists who will visit Nipah Beach after the robbery case. This study uses data collection techniques through a sample survey method. With this method, researchers will obtain relevant information without having to study the entire population. This method is carried out by distributing questionnaires to all respondents representing the population. This method was chosen for reasons of efficiency and effectiveness, as the data collection process is faster and more systematic, and the costs incurred by researchers are relatively lower.

Research Hypothesis

This study aims to analyze the influence of Destination Image and Security on Tourists' Decision to Visit Nipah Beach after the Mugging Case in accordance with the following formulations:

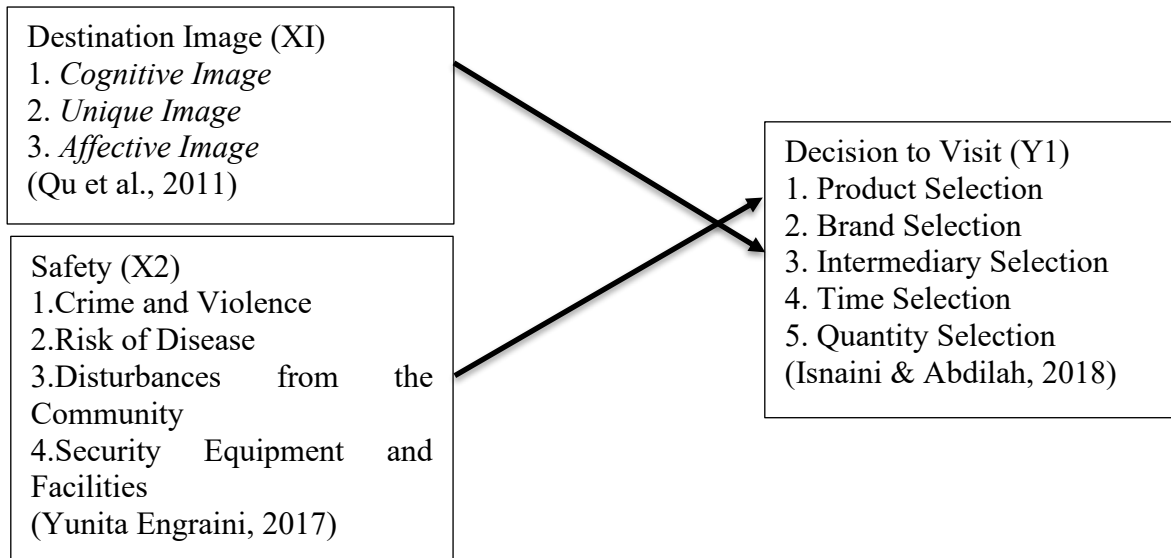
- H1: It is hypothesized that Destination Image influences tourists' decision to visit Nipah

Beach after the mugging case.

- H2: It is hypothesized that safety affects tourists' decision to visit Nipah Beach after the robbery case.

Research Model

This model will explain the relationship between the independent variables, namely Destination Image X1 and Safety X2, and the dependent variable, namely the Decision to Visit.



The hypothetical model in this study shows that the independent variables, namely Destination Image X1 and Safety X2, have a direct effect on the decision to visit Y. This model will certainly be tested using the Multiple Linear Regression analysis method. The method used in this study is quantitative research, and the data collection tool used in this study is a questionnaire with 100 respondents as the research sample. This study is expected to serve as a reference in improving the image of the destination and the safety of Nipah Beach, with the aim of attracting more visitors.

RESULTS AND DISCUSSION

The following are the research results obtained from the analysis using SPSS, namely:

**Table 1.
 Regression Analysis**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1493,297	2	746,648	62,004	,000 ^b
	Residual	1168,063	97	12,042		
	Total	2661,360	99			

a. Dependent Variable: TOTALKB

b. Predictors: (Constant), TOTALK, TOTALDI

Source: Data processed (2025)

Table 2.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,683	3,469		1,062	,291
	TOTALDI	,918	,110	,626	8,370	,000
	TOTALK	,283	,096	,220	2,948	,004

a. Dependent Variable: TOTALKB

Source: Data processed (2025)

Table 3.

Correlation Coefficient and Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,749 ^a	,561	,552	3,47014	1,694

a. Predictors: (Constant), TOTALK, TOTALDI

b. Dependent Variable: TOTALKB

Source: Data processed (2025)

T Test

Destination Image has a positive effect on Visiting Decision Based on the results in Table 4.10 above, it can be seen that the calculated t-value of 8.370 is greater than the table t-value of 1.984, and the significance value of 0.000 is certainly less than 0.05. Thus, H0 is rejected and H1 is accepted. This means that the destination image variable (TDI) has a positive and significant effect on the decision to visit (TKB). The higher the value of Destination Image (TDI), the higher the value of the Decision to Visit (TKB).

Security has a positive and significant effect on the decision to visit. Based on the results in Table 4.11 above, it can be seen that the t-value of 2.948 is greater than the t-table value of 1.984, and the significance value of 0.004 is less than 0.05. Thus, H₀ is rejected and H₂ is accepted. This means that the Safety Variable (K) has a positive and significant effect on the decision to visit (TKB); the higher the level of safety (TK), the higher the value of the Decision to Visit (TKB).

F Test

Based on the results of the F-test in Table 4.11 above, the F-test result is 62.004, which is greater than the F-table value of 2.70, with a significance level of 0.000, which is certainly less than 0.05. This means that h₀ is rejected and h₁ is accepted, so it can be concluded that this regression model is valid to explain the relationship between independent and dependent variables. With this, the Destination Image and Safety variables together have a positive effect on the Decision to Visit variable. This means that changes in the destination image and safety variables have a positive effect on increasing the Decision to Visit. The higher the values of Destination Image and Safety, the higher the value of the decision to visit.

The Effect of Destination Image (X1) on Visiting Decisions (Y)

Based on the results of the research obtained through several tests above, it can be concluded that the Destination Image (X1) variable has a positive and significant effect on the Visiting Decision (Y) variable. This is proven by the t-test results with a calculated t-value of 8.370, which is certainly greater than the table t-value of 1.984, accompanied by a significance value of 0.000, which is less than 0.05. Based on these results, H₀ is rejected and H₁ is accepted, which means that Destination Image has a positive and significant effect on the Decision to Visit Nipah Beach.

The regression coefficient value is 0.918, which indicates that every increase in one destination variable will increase the decision to visit by 0.918 units, assuming that other variables remain constant. This means that the better or more positive the destination image of Nipah Beach is in the eyes of tourists, such as its attractiveness, comfort, and dining facilities, the more likely tourists are to choose Nipah Beach as their destination or to visit again.

These test results are in line with the theory that destination image is the perception or impression that tourists have of an object or destination, which is formed from their experiences or the information they obtain, and which certainly plays a role in influencing their decision to visit. Tourists will naturally choose destinations with a good or positive image that will not disappoint them and will provide a good and satisfying experience during their visit. Therefore, the destination must maintain and improve the positive image of Nipah Beach to attract tourists by enhancing the promotion of its cuisine, cleanliness, facilities, and so on.

The Effect of Security (X2) on Visiting Decisions (Y)

Based on the results of the research obtained through several tests above, it can be concluded that the Security (X2) variable has a positive and significant effect on the Visiting Decision (Y) variable. This is proven by the t-test results with a t-value of 2.948, which is certainly greater than the t-table value of 1.984, accompanied by a significance value of 0.004, which is less than 0.05. Based on these results, H₀ is rejected and H₁ is accepted,

which means that security has a positive and significant effect on the decision to visit Nipah Beach.

The regression coefficient value obtained is 0.283, which indicates that every increase in one variable will increase the decision to visit by 0.918 units, assuming that other variables remain constant. This means that the higher the level of safety at Nipah Beach as perceived by tourists, the higher their decision to visit Nipah Beach.

Safety is an important factor that influences tourists' decisions to visit, because tourists tend to choose destinations that provide a sense of security, comfort, and freedom from all threats of crime, accidents, and health risks. This will certainly increase tourists' trust and interest in visiting Nipah Beach.

CONCLUSION

Based on research conducted on the influence of Destination Image (X1) and Safety (X2) on the decision to visit Nipah Beach after this mugging case, the following conclusions can be drawn:

1. Destination Image has a positive and significant influence on tourists' decision to visit Nipah Beach after the mugging case. This means that the better or more positive the Destination Image is in the perception formed in the eyes of tourists, the greater the likelihood that tourists will decide to visit.
2. Safety has a positive and significant effect on tourists' decision to visit Nipah Beach after the robbery case. This means that the higher the level of safety perceived by tourists, the higher the likelihood that they will visit Nipah Beach.

REFERENCES

- Ananda, R. (2022). Pengaruh City Branding “A Land Of Harmony” Terhadap Minat Berkunjung Dan Keputusan Berkunjung Ke Puncak, Kabupaten Bogor. *Jurnal Ilmiah Raflesia Akuntansi*, 8(2), 52–58. <https://doi.org/10.53494/jira.v8i2.159>
- Dewi, W. K. (2019). Pengaruh Penerapan Kurikulum 2013 Terhadap Hasil Belajar Siswa Kelas V Pada Mata Pelajaran Matematika Di Sd Negeri 74 Kota Bengkulu. In *Penerapan Metode Al-Baghdad Dalam Kegiatan Belajar Al-Qur'an Di Musholla Ainul Yaqin Kecamatan Ratu Agung Kota Bengkulu*. <https://doi.org/10.1080/09638288.2019.1595750%0A>
- Fian Damasdino, Dian Afrini, & Prihatno. (2021). Pengaruh Keamanan Dan Keselamatan Terhadap Citra Destinasi Di Obyek Wisata Alam Air Terjun Sri Gethuk Gunungkidul. *Journal of Tourism and Economic*, 4(2), 164–175. <https://doi.org/10.36594/jtec/xecm1e06>
- Herman, L. E., Athar, H. S., & Dakwah, M. M. (2024). The Effect of Halal Destination Image and Tourist Motivation on Revisit Intention: The Role of Halal Experience Satisfaction. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, 8(1), 113–123. <https://doi.org/10.29313/amwaluna.v8i1.3471>
- Imam Pratama, R. G., Athar, H. S., & Furkan, L. M. (2021). Observasi Keputusan Berkunjung Wisatawan Pada Kawasan Taman Wisata Alam Gunung Tunak Berdasarkan Pengaruh Citra Destinasi, Produk Wisata, Dan Ewom. *Jmm Unram - Master of Management Journal*, 10(1A), 33–42.

- <https://doi.org/10.29303/jmm.v10i1a.620>
- Isbahi, M. B., Zuana, M. M. M., & Toha, M. (2024). The Multi-Social Relation of the Cattle Industry in the Plaosan Subdistrict Animal Market of Magetan Regency. *Malacca: Journal of Management and Business Development*, 1(1), 31–46. <https://doi.org/10.69965/malacca.v1i1.51>
- Jones, P. (2011). Tourism and Hospitality Research: Editorial. *Tourism and Hospitality Research*, 11(2), 160. <https://doi.org/10.1057/thr.2011.2>
- Junensih, R. S. A. (2021). Pengaruh Fasilitas Wisata, Harga Dan Keamanan Terhadap Keputusan Berkunjung Wisatawan Pada Wisata Suban Air Panas Curup. *Jurnal Manajemen Modal Insani Dan Bisnis (Jmmib)*, 2(2), 138–145. <https://doi.org/https://doi.org/10.61567/jmmib.v2i2.66>
- Nurhaida, B., Furkan, L. M., & Athar, H. S. (2024). The Influence of The Gastronomic Narrative of Chicken Merangkat, Culinary Taste, and Destination Image on Tourist Satisfaction in the Green Tourism Village of Bilebante, Indonesia. *Path of Science*, 10(1), 6026–6032. <https://doi.org/10.22178/pos.100-26>
- Timotius, H., & Nainggolan, B. M. (2023). Pengaruh Citra Destinasi, Kualitas Pelayanan, dan Promosi Terhadap Keputusan Berkunjung ke Objek Wisata Ecopark Ancol. *Journal Human Capital Development*, 10(3), 1–15. <https://journal.stieamkop.ac.id/index.php/seiko/article/view/4472%0Ahttps://journal.stieamkop.ac.id/index.php/seiko/article/download/4472/2905>
- Wahyuddin, A., & Athar, H. S. (2017). Pengaruh Marketing Public Relations Terhadap Brand Image Dan Loyalitas Pelanggan di Studio Alam Tv9 Mataram. *Jmm Unram - Master of Management Journal*, 6(1), 1–17. <https://doi.org/10.29303/jmm.v6i1.22>
- Waruwu, M., Pu`at, S. N., Utami, P. R., Yanti, E., & Rusydiana, M. (2025). Metode Penelitian Kuantitatif: Konsep, Jenis, Tahapan dan Kelebihan. *Jurnal Ilmiah Profesi Pendidikan*, 10(1), 917–932. <https://doi.org/10.29303/jipp.v10i1.3057>
- Wulandari, ni kadek. (2025). *Motivasi Kunjungan Wisatawan Ke Pantai Nipah Desa Malaka Kecamatan Pemenang Kabupaten Lombok Utara*. 4(3), 711–718. <https://doi.org/https://doi.org/10.47492/jrt.v4i3.3766>