

## **The Effectiveness of Implementing The Bidikmisi Program at Jember University**

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**Abstract** - Implementing the Bidikmisi program is a government policy to provide access to learning in higher education for underprivileged people with exemplary academic achievements. The Bidikmisi program is carried out according to the 3T principle: on target, on time, and in the right amount. This program is still experiencing various obstacles in its implementation that affect the achievement of program objectives. These obstacles also occur at the University of Jember as one of the tertiary institutions implementing the Bidikmisi program, both in the process of acceptance, implementation, monitoring, and evaluation. This study aims to see the effectiveness of implementing the Bidikmisi program at the University of Jember using evaluation research with descriptive percentage analysis. Respondents in this study were Jember University students receiving the 2017 Bidikmisi program and managers of the Bidikmisi program at Jember University. Data collection techniques using interview methods, observation methods, and questionnaire methods. The analysis results show that implementing the Bidikmisi program at the University of Jember has been very effective as measured by four aspects. The aspect targeting accuracy of the Bidikmisi program has been effective because the program's recipients have met the target criteria. Then the aspect of program socialization has also been running effectively in its implementation. Bidikmisi recipients stated that information could be obtained quickly, clearly, and consistently according to policy. Aspects of achieving program goals have also been very effective, where increasing access and learning opportunities have been completed. Increasing learning achievement has also shown effective results, but achieving the goals of ensuring timely studies and producing independent graduates still needs to be improved, including aspects of program monitoring that still find obstacles that need to be evaluated for future improvements.

**Keywords** – Education, destination image, risk perception, tourist behavior

### **INTRODUCTION**

Tourism is an important sector that contributes significantly to economic growth in many regions, including Banten. As one of the tourist destinations that has natural and cultural wealth, Banten attracts a variety of tourists, including student tourists. In the context of student tourists, education plays an important role in shaping their perception of the destinations visited, including destination image and risk perception (Armutcu et al., 2023). A deeper understanding of how education affects destination imagery and risk perception among

student tourists can provide valuable insights for the development of tourism marketing and management strategies in the region (Kurniasari et al., 2023).

Destination image refers to the perception of tourists towards a place, which is influenced by various factors such as personal experience, information obtained, and education. On the other hand, risk perception is related to the traveler's view of potential dangers or inconveniences that may be encountered when visiting a destination (Chi & Giao, 2024). For student travelers, education can shape how they

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see and evaluate risks and influence their decision to choose or avoid a tourist destination (Sugiatro et al., 2018).

### **Education on the Image of Destinations**

Education plays an important role in shaping and strengthening the image of tourism destinations. By providing the right education to the local community, industry players, and tourists, the unique values and attractiveness of a destination can be better understood and appreciated. Through training programs for tour guides, and tourism workers, and awareness campaigns on cultural and environmental sustainability, local communities can become ambassadors who maintain the image of the destination well (Fitria, et al., 2023). This understanding not only improves the quality of service but also creates a positive experience for tourists, which ultimately shapes the perception of the destination as a memorable and valuable place to visit.

Meanwhile, according to research from (Duan & Wu, 2024) explained that education for tourists plays a role in maintaining the image of the destination. Educational materials on visiting ethics, environmental sustainability, and respect for local culture help tourists behave more responsibly during their trips. When tourists have a good understanding of the importance of maintaining cleanliness, respecting traditions, and supporting sustainable tourism practices, this will support the creation of a positive and environmentally friendly destination image. Thus, education is an important key in creating a sustainable impression and encouraging tourists to return or recommend the destination to others.

### **Education on risk perception**

Education has a crucial role in influencing risk perception, especially in the context of individual or group decision-making. Risk perception is concerned with how a person assesses the potential danger or uncertainty that can occur in a situation. Through education, one can gain a deeper understanding of the risks that exist and the best way to manage them. For example, in the field of health or the environment,

education programs can provide accurate and science-based information about potential hazards and effective mitigation measures. It helps individuals assess risk rationally, avoiding overreacting or indifference (Djuanda, 2024).

Based on research conducted by (Sabiote-Ortiz et al., 2024) stated that In the context of tourism, education also affects the perception of risks that tourists may face when visiting certain destinations. Information conveyed through educational campaigns, such as location safety, health standards, or potential natural disasters, can change the perception of tourists about the destination. The more informed travelers are about the risk management measures taken by destination managers, such as emergency measures or safety protocols, the lower their risk perception will be. This can make destinations that were initially considered risky to visit more attractive.

### **Education on tourism behavior**

Education affects tourist behavior because, through education, individuals gain knowledge that influences the way they make travel decisions. More educated travelers tend to be more careful in planning their trips, choosing destinations based on intellectual preferences and cultural values, and being more sensitive to environmental and social issues in the places they visit. Education also fosters awareness of the importance of safety and comfort, so they are more likely to conduct in-depth research, consider risk factors, and make more rational decisions regarding their travel (Ho et al., 2024).

Education has an important influence on travelers' behavior because it influences how they understand, plan, and interact during their trip. Travelers with higher levels of education tend to be more critical in evaluating tourist destinations, seeking more in-depth information, and considering factors such as safety, sustainability, and service quality. Education also increases awareness of cultural and environmental values, so educated tourists tend to appreciate sustainable attractions, respect local norms, and be more responsible during their travels (Zhou et al., 2023).

### **Destination Image to Tourist Behavior**

Education has an important role in shaping responsible and sustainable tourism behavior. Through proper education, tourists can understand the impact of their actions on the environment, local culture, and communities in the destinations they visit. Educational programs that teach about tourism ethics, the importance of preserving nature, and respect for local traditions, help tourists adopt more responsible behavior. For example, tourists can be taught not to damage the natural environment, such as not littering or disturbing the local flora and fauna (Chi & Giao, 2024).

Meanwhile, according to research conducted by (Bilynets & Knezevic Cvelbar, 2022) education on tourism behavior plays a role in encouraging the implementation of sustainable tourism. Tourists who are aware of the long-term impact of their tourism activities will prefer environmentally friendly destinations and activities that support the preservation of natural and cultural resources. For example, they can be taught to choose environmentally friendly transportation, reduce the use of single-use plastics, or support local conservation programs. With continuous education, tourist behavior can change to be more environmentally and socially conscious, which ultimately contributes positively to the destinations they visit.

### **Perception of Leisure on Tourist Behavior**

Risk perception greatly influences travelers' behavior in choosing destinations, activities, and how they behave during their trip. When tourists feel that a destination is at risk, whether due to safety, health, or environmental factors, they tend to avoid or be more cautious about visiting the place. For example, destinations that are considered prone to natural disasters or disease outbreaks often experience a decrease in the number of tourists due to high-risk perceptions. This perception of risk is influenced by the information that travelers receive through the media, personal experiences, or advice from other parties, which then shapes their decision to travel or not (Djuanda, 2024).

In addition to affecting the choice of destination, risk perception also has an impact on tourist behavior while at the location. Travelers who feel they are in a risky environment may be more vigilant and avoid activities that are considered dangerous. For example, if travelers are concerned about health risks, they may prefer to avoid crowds, prioritize hygiene, or use personal protective equipment such as masks. On the other hand, if the destination is considered safe with good risk management, travelers will feel more comfortable enjoying the activity without excessive worry, which in turn improves the quality of their travel experience (Sharma & Nayak, 2021).

### **OBJECTIVES OF THE STUDY**

This study aims to analyze the influence of education on the image of destinations and risk perceptions among student tourists in Banten, as well as its implications on their tourism behavior. By understanding these factors, it is hoped that it can help policymakers and tourism industry players in designing more effective strategies to attract this segment of tourists. In addition, this research also makes a theoretical contribution in the field of tourism, especially related to the relationship between education, destination image, risk perception, and student tourist behavior.

### **MATERIALS AND METHOD**

The type of research conducted is quantitative research, especially in correlational research that seeks to compare the influencing variables (exogenous) with the affected or endogenous variables. The data collection technique in this study uses a survey approach, which is a research approach that emphasizes data collection using questionnaires given to population members. In the survey, all elements in the population are represented in proportion so that the power obtained describes the population.

The sampling technique in this study uses Stratified Random Sampling with a proportional Random Sampling approach with the aim that each region can be represented. The sample in

this study was taken randomly, totaling 145 respondents.

Furthermore, based on the hypothesis and research design, the data that has been collected will be analyzed using smartPLS 2.0 software. Each hypothesis was analyzed to test the relationship between the variables. The quantitative analysis of this study uses the Partial Least Square-Structural Equation Modeling (PLS) analysis approach which can explain the

relationship between several variables (including latent variables) and can perform factor analysis, regression analysis, and path analysis in one test.

## RESULTS AND DISCUSSION

Based on the results of research conducted on tourists in Banten, as many as 145 respondents were able to obtain the following data;

Table 1. Validity and Reality Test

	Cronbach's Alpha	rho_ A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image (Y1)	.723	.940	.784	.527
Education (X)	.987	.988	.990	.952
Traveler Behavior (Z)	.957	.965	.966	.825
Risk Perception (Y2)	.939	.948	.956	.846

Source: SmartPLS output results, 2024

Based on Table 1, the results of the validation test of each indicator of the research model are strengthened with an average variance extract (AVE) value above 0.5, meaning that it has a good construct. The results of the reliability test using the Composite Reliability and Cronbach's Alpha values were obtained with CR and Cronbach's Alpha values above 0.60 which

proves that the indicators used have good reliability.

Meanwhile, the results of the hypothesis test can be seen in Table 2 below.

Table 2. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value s
Destination Image (Y1) -> Tourist Behavior (Z)	.452	.428	.115	3.945	.000
Education (X) -> Destination Image (Y1)	.946	.945	.015	63.190	.000
Education (X) -> Tourist Behavior (Z)	.335	.364	.138	2.418	.016
Education (X) -> Risk Perception (Y2)	.217	.222	.098	2.212	.027
Risk Perception (Y2) -> Tourist Behavior (Z)	.106	.103	.052	2.051	.041

Based on Table 2 above, the results obtained can be seen as follows:

The influence of education on the image of the destination is 0.946 and the significance

with a statistical t value of 63,190 > 1.96 or a P value of 0.000 < 0.05 can be described that H0 is rejected and H1 is accepted, which means that

education has a significant effect on the image of the destination.

The effect of education on risk perception is 0.217 and significance with a statistical t-value of  $2.212 > 1.96$  or P value  $0.027 < 0.05$ , it can be described that  $H_0$  is rejected and  $H_2$  is accepted, which means that education has a significant effect on risk perception.

The influence of education on tourist behavior is 0.335 and significance with a statistical t-value of  $2.418 > 1.96$  or P value of  $0.016 < 0.05$ , it can be described that  $H_0$  is rejected and  $H_3$  is accepted, which means that education has a significant effect on tourist behavior.

The influence of destination image on tourist behavior is 0.452 and significance with a statistical t-value of  $3.945 > 1.96$  or P value  $0.000 < 0.05$ , it can be described that  $H_0$  is rejected and  $H_4$  is accepted, which means that the destination image has a significant effect on tourist behavior.

The effect of risk perception on tourist behavior is 0.106 and significance with a statistical t-value of  $2.051 > 1.96$  or P value  $0.041 < 0.05$ , it can be described that  $H_0$  is rejected and  $H_5$  is accepted, which means that risk perception has a significant effect on tourist behavior.

### **Education affects the image of destinations**

In this study, education has a significant influence on the image of destinations because good education can help improve the quality of human resources and services in the tourism sector. When local communities and tourism industry players get a good education, they can accurately convey information about local culture, history, and values to tourists. This creates an authentic and immersive travel experience, thus strengthening the image of the destination in the eyes of visitors. Educational programs also encourage the preservation of the local environment and culture, which is a major attraction for many destinations.

These results are in line with research conducted by (Ho et al., 2024) which states that education has a significant impact on the image of destinations because education supports the development of more effective marketing

strategies through research and innovation. With a good knowledge of global tourism trends, destinations can position themselves in line with market expectations, both in terms of sustainability and educational appeal. Tourists tend to appreciate destinations that offer learning experiences, such as ecological tourism, cultural tourism, or historical tourism. Thus, education contributes directly to building a positive, attractive, and sustainable destination image.

### **Education has a significant effect on risk perception.**

The results of this study show that education has a significant effect on risk perception because it helps individuals understand and assess potential dangers or uncertainties more objectively. With better knowledge, one can identify threats or risks appropriately, so that they don't just rely on limited information or false assumptions. In the context of tourism, more educated travelers tend to have a better understanding of travel risks, such as safety, health, or natural disasters in a particular destination. Education also equips travelers with skills to manage risks, such as understanding safety protocols, insurance coverage, or how to access emergency assistance.

These results are in line with the results of research conducted by (Zhang et al., 2023) which states that education has a significant impact on risk perception because education can help reduce excessive risk perception through the dissemination of accurate and data-based information. For example, through education about risk mitigation measures in tourist destinations, such as preventive measures related to security or disaster preparedness, tourists will feel safer and more confident to travel. Thus, education plays a key role in shaping a more realistic and informed perception of risk, which ultimately influences travelers' decisions in choosing a destination.

### **Education affects tourist behavior**

The results of this study show that education has a significant influence on tourist behavior because education can shape the way

they plan, interact, and be responsible during their trip. More educated travelers tend to make more informed decisions in choosing destinations, accommodations, and activities that align with sustainability or social care values. They are more likely to choose destinations that promote ecotourism, support the local economy, and respect culture and the environment. This reflects a shift in educated tourist behavior towards more responsible and sustainable tourism.

These results are relevant to the research conducted by (Cheng et al., 2023) which states that education influences the way tourists interact with local communities and the environment. Travelers who have a better knowledge of culture, traditions, and customs tend to show respect, maintain ethics, and engage in more meaningful travel experiences. They may be more interested in learning about history or taking part in activities that focus on preserving local nature and culture. Thus, education encourages more conscious, thoughtful, and responsible traveler behavior during the trip.

### **The image of the destination affects the behavior of tourists**

The results of this study show that the image of a destination has a significant effect on tourist behavior because the perception that tourists have about a destination is often a determining factor in choosing tourist destinations and activities while there. Destinations that have a positive image, for example, related to safety, natural beauty, cultural richness, or environmental sustainability, are more likely to attract travelers looking for experiences that align with their values and preferences. A strong and positive destination image can encourage travelers to spend more time and money, as well as participate in local activities, as they feel confident in the quality and experience they will get.

In line with the research conducted by (Armutcu et al., 2023) which states that the image of the destination affects the behavior of tourists in terms of expectations and interactions during the visit. Destinations known for the friendliness

of locals, good facilities, or educational activities will encourage tourists to interact more with the community

and engage in activities that deepen their experience. On the other hand, destinations with poor images, such as those related to security issues or poor infrastructure, can make travelers more cautious, reduce interaction, or even avoid the destination altogether.

### **Risk perception affects tourist behavior**

Risk perception has a significant effect on travelers' behavior because the way tourists assess potential hazards or uncertainties in a destination greatly influences their decisions. When tourists have the perception that a particular destination is high-risk, whether in terms of safety, health, or natural conditions, they tend to avoid the place or travel with more caution. For example, the perception of risks related to political conflicts, natural disasters, or disease outbreaks can cause travelers to cancel or postpone trips, choose alternative destinations, or reduce the duration of their stay.

The results of this study are in line with the research conducted by (Sugiatro et al., 2018) which states that risk perception also affects tourist behavior in preparation and behavior during the trip. Travelers who are aware of the risks may take mitigation measures such as purchasing travel insurance, following safety guidelines, or choosing accommodations and transportation that are considered safer. They can also avoid certain high-risk activities, such as extreme adventures or visiting politically unstable areas. Thus, risk perception shapes tourist behavior starting from trip planning, and destination choices, to how they act at their destination, to ensure their safety and comfort during travel.

### **CONCLUSION AND RECOMMENDATION**

Education has a significant influence on the image of destinations and risk perceptions, which ultimately affects the behavior of student tourists in Banten. Student tourists who get a good education about a destination tend to have a

more positive view of the image of the place. They better understand the cultural value, history, and local attractions, so they are more encouraged to engage in various tourist activities in the destination. In addition, education also helps reduce risk perceptions by providing clear and accurate information about safety, health, and preparedness at destinations.

Student tourist behavior implies that there is a tendency to choose destinations that are considered safe and attractive based on the understanding they have gained through education. Tourists who have enough knowledge are more confident in exploring destinations, interacting with locals, and taking advantage of the available tourism potential. In contrast, low-risk perception as a result of proper education encourages more active and responsible tourism behavior. Thus, targeted tourism education is important to improve the image of destinations and manage risk perceptions to create positive tourism behavior among students.

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