

ANALISIS PENGARUH PERILAKU WISATAWAN TERHADAP KEPUTUSAN PEMBELIAN COKELAT DI DAERAH ISTIMEWA YOGYAKARTA (DIY)

INTISARI

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Besarnya potensi industri cokelat di Indonesia, mendorong pemerintah untuk meningkatkan nilai tambah cokelat dalam negeri melalui program hilirisasi. Di Daerah Istimewa Yogyakarta (DIY), cokelat menjadi komoditas dengan nilai ekonomi tinggi setelah kopi dan juga potensi yang luas, terutama sebagai produk oleh-oleh. Pengkajian terkait perilaku wisatawan akan membantu memaksimalkan potensi cokelat sebagai oleh-oleh khas DIY. Usulan strategi juga dapat disusun dengan memahami pola perilaku wisatawan dalam membeli oleh-oleh. Karenanya, penelitian ini bertujuan untuk mengetahui pengaruh perilaku wisatawan (*motivation, ability, opportunity*) terhadap perilaku pembelian oleh-oleh cokelat di wilayah tersebut dan menyusun usulan strategi pemasaran produk sesuai dengan temuan terkait perilaku wisatawan. Data penelitian diperoleh melalui penyebaran kuesioner dengan 5 skala Likert (1: sangat tidak setuju, 5: sangat setuju), yang disusun berdasarkan studi literatur penelitian terdahulu, kepada 206 wisatawan sebagai responden dengan teknik *purposive sampling* serta pertanyaan penyaring untuk mendapatkan responden yang tepat. Kemudian, data diolah menggunakan *structural equation modeling-partial least squares* (SEM-PLS) untuk mengetahui pengaruh dari perilaku wisatawan (*motivation, ability, opportunity*) melalui *software* SmartPLS4 dan dilakukan analisis deskriptif berdasarkan data kuesioner. Hasil pengolahan menyatakan terdapat 2 (dari total 5) variabel dengan pengaruh signifikan, yaitu pengetahuan konsumen (kemampuan) terhadap perilaku pembelian, penurunan daya beli (kemampuan) terhadap perilaku pembelian, dan 2 variabel penunjang motivasi, yaitu kepercayaan dan evaluasi terhadap sikap wisatawan, dan sikap wisatawan terhadap perilaku pembelian. Penelitian ini juga menemukan bahwa sikap wisatawan dapat memengaruhi perilaku pembelian secara langsung tanpa mediasi intensi pembelian. Usulan rekomendasi strategi dilakukan untuk meningkatkan motivasi, kemampuan, dan kesempatan wisatawan.

Kata kunci: Perilaku wisatawan, cokelat, MAO, SEM-PLS.

**ANALYSIS ON THE INFLUENCE OF TOURIST BEHAVIOR TOWARDS
CHOCOLATE PURCHASING DECISION IN DAERAH ISTIMEWA
YOGYAKARTA (DIY)**

ABSTRACT

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The significant potential of the chocolate industry in Indonesia has prompted the government to improve the value of domestic chocolate through a downstream program. In the Special Region of Yogyakarta (DIY), chocolate has become a commodity with high economic value, after coffee, and holds great potential, especially as a souvenir product. Studying tourist behavior will help local chocolate entrepreneur maximize the potential of chocolate as a distinctive souvenir from DIY. Strategy recommendation can also be formulated by understanding tourist behavior patterns in purchasing souvenirs. Therefore, this research aims to identify the influence of tourist behavior (motivation, ability, opportunity) on chocolate souvenir purchasing behavior in DIY and to develop marketing strategy recommendation based on findings related to tourist behavior. The research data were obtained through the distribution of a questionnaire with a 5-point Likert scale (1: strongly disagree, 5: strongly agree), designed based on previous research literature, to 206 tourists as respondents, using purposive sampling techniques and filtering questions to select appropriate respondents. The data were then processed using structural equation modeling-partial least squares (SEM-PLS) to determine the influence of tourist behavior (motivation, ability, opportunity) through the SmartPLS4 software, along with descriptive analysis based on the questionnaire data. The results showed that 2 (out of 5) variable had a significant influence, namely consumer knowledge (ability) on purchasing behavior, declining purchasing power (ability) on purchasing behavior, and two supporting variables for motivation, namely beliefs and evaluation towards tourist's attitudes, and tourist's attitudes towards purchasing behavior. The study also found that tourist's attitudes can directly affect purchasing behavior without the mediation of purchase intention. Strategic recommendations are proposed to enhance tourist based on motivation, ability, and opportunity.

Keywords: Tourist's behavior, Chocolate, MAO, SEM-PLS.