

## INTISARI

Pantai Lasiana yang berada di Kota Kupang, Nusa Tenggara Timur berkembang signifikan dalam 10 tahun terakhir, menarik 30.000–40.000 wisatawan per tahun. Namun, pada 2022, pendapatan hanya mencapai 44,98% dari target, menunjukkan ketidakseimbangan antara jumlah kunjungan dan pengeluaran wisatawan. Penelitian ini bertujuan mengidentifikasi faktor yang memengaruhi cara wisatawan menikmati atraksi dan amenitas serta dampaknya pada durasi kunjungan dan pengeluaran.

Penelitian menggunakan metode campuran (*mix method*) dengan pendekatan kuantitatif dan kualitatif, meliputi observasi (*Behavior mapping, time budget*) dan kuisioner untuk menganalisis kualitas atraksi dan amenitas dan persepsi wisatawan.

Hasil menunjukkan atraksi alam, seperti pasir putih dan pemandangan laut, menjadi daya tarik utama dengan skor (4/5), sementara fasilitas dinilai cukup memadai (3–4/5). Faktor Setting ruang seperti letak atraksi dan amenitas, akses, dan preferensi kelompok umur dan gender berperan dalam cara wisatawan menikmati atraksi dan memanfaatkan amenitas. Kemudian faktor waktu juga berperan dimana wisatawan dominan berkunjung sore hingga malam hari (16.00–20.00) untuk aktivitas relaksasi berdurasi rata-rata 300 menit dengan memanfaatkan fasilitas berupa kursi dan tenda (elemen *semi fixed*) di area pantai.

Kemudian dalam upaya memperbesar peluang *spending rate* wisatawan, Faktor persepsi yaitu kognitif (pengetahuan, ekspektasi, pengalaman), afeksi (perasaan), dan Konasi (Motivasi & aktivitas) berpengaruh signifikan terhadap cara wisatawan menikmati atraksi dan fasilitas, terutama dalam kondisi kenyamanan visual dan termal yang dapat berpeluang meningkatkan *Spending rate* wisatawan di Pantai Lasiana

Kata Kunci: Pantai Lasiana, atraksi wisata, amenitas, persepsi wisatawan, *behavior mapping, spending rate*

## ABSTRACT

Lasiana Beach, located in Kupang City, East Nusa Tenggara, has experienced significant development over the past decade, attracting 30,000–40,000 tourists annually. However, in 2022, revenue only reached 44.98% of the target, indicating a disparity between visitor numbers and tourist spending. This study aims to identify the factors influencing how tourists enjoy attractions and amenities and their impact on visit duration and spending.

The research employs a mixed-method approach, combining quantitative and qualitative methods, including observations (behavior mapping, time budget) and questionnaires to analyze the quality of attractions, amenities, and tourist perceptions. The results reveal that natural attractions, such as white sandy beaches and ocean views, are the primary draw, scoring 4 out of 5. Meanwhile, facilities were rated as moderately adequate, scoring 3–4 out of 5. Spatial setting factors, such as the location of attractions and amenities, accessibility, and preferences based on age and gender groups, significantly influence how tourists enjoy attractions and utilize amenities. Time factors also play a role, with most tourists visiting during the late afternoon to evening (4:00 PM–8:00 PM) for relaxation activities lasting an average of 300 minutes, utilizing semi-fixed elements like chairs and tents in the beach area.

To enhance the potential for increasing tourist spending rates, perception factors—cognitive (knowledge, expectations, experiences), affective (feelings), and conative (motivation and activities)—significantly impact how tourists enjoy attractions and facilities. This is particularly evident under conditions of visual and thermal comfort, which could positively influence tourist spending at Lasiana Beach.

**Keywords:** Lasiana Beach, tourist attractions, amenities, tourist perceptions, behavior mapping, spending rate.