

ABSTRACT

The Covid-19 pandemic has an impact on the tourism industry. Restrictions on travel mobility and physical distancing regulations have made the tourism industry decline. However, many tourist destinations have started implementing health protocols to attract their return visits, namely the Malioboro tourist area in Yogyakarta. This study entitled "Factors Related to the Visitors Revisit Intention to Malioboro Yogyakarta Area During the Covid-19 Pandemic". This study aims to find out what are the factors related to the interest of returning tourists to tourist objects in the Malioboro Yogyakarta area during the Covid-19 pandemic with pearson correlation by examining the factors of media exposure, cultural experience, sensory appeal, excitement, and health concerns. The research findings are that there is a relationship between media exposure, cultural experience, sensory appeal, excitement, and health concern for the interest of tourists to return with an average value of 3.91 in the form of a revisit intention, recommend to others and invite friends/family/relatives to visit the Malioboro Yogyakarta area during the Covid-19 period. The health concern factor has the greatest correlation value, namely 0.688, indicating that health concern is the strongest factor for visitors to return toMaliboro.

Keywords : Revisit Intention, Covid-19, Pearson Correlation, Malioboro.

INTISARI

Pandemi Covid-19 memberikan pengaruh yang cukup besar terhadap industri pariwisata. Adanya pembatasan mobilitas berwisata dan peraturan *physical distancing* membuat industri pariwisata melemah. Namun, masih banyak destinasi- destinasi wisata yang mulai menerapkan protokol kesehatan untuk menarik kunjungannya kembali. Salah satunya adalah Kawasan wisata Malioboro di Yogyakarta. Penelitian dengan judul “Faktor-Faktor Yang Berhubungan Dengan Minat Kunjung Ulang Pengunjung ke Kawasan Wisata Malioboro Yogyakarta Pada Masa Pandemi Covid-19”, memiliki rumusan masalah tentang apa saja faktor-faktor yang berhubungan dengan minat kunjung ulang pengunjung ke objek wisata di kawasan Malioboro Yogyakarta pada masa pandemi Covid-19 melalui pengujian *pearson correlation* terhadap faktor *media exposure*, *Cultural Experience*, *sensory appeal*, *excitement*, dan *health concern* terhadap revisit intention. Didapatkan hasil yaitu terdapat hubungan antara *media exposure*, *Cultural Experience*, *sensory appeal*, *excitement*, dan *health concern* terhadap minat pengunjung untuk berkunjung kembali dengan nilai rata-rata sebesar 3,91 dalam bentuk keinginan berkunjung kembali, merekomendasikan kepada orang lain dan mengajak teman/keluarga/saudara untuk berkunjung ke kawasan Malioboro Yogyakarta pada masa Covid-19. Faktor *health concern* memiliki nilai korelasi paling besar yaitu 0,688, menandakan bahwa *health concern* menjadi factor paling kuat pengunjung untuk berkunjung kembali ke kawasan wisata Maliboro.

Kata kunci: Minat kunjung kembali, Covid-19, Pearson Correlation, Malioboro