

INTISARI

Tujuan penelitian ini adalah untuk mengeksplorasi intensi atau niat wisatawan lokal Kota Kupang mengunjungi obyek wisata Pasar Malam. Adapun teori yang digunakan dalam penelitian ini adalah teori *Planned Behavior* (TPB).

Penelitian ini menggunakan sampel sebanyak 103 orang untuk disurvei.

Temuan: hasil yang didapat dari survey terhadap responden kemudian digunakan untuk menguji hipotesis dalam penelitian ini. Statistik regresi linear berganda dipakai untuk menguji hipotesis mengenai hubungan antara variabel. Hasilnya mengindikasikan sikap, norma subyektif, dan kontrol perilaku mempunyai pengaruh terhadap variabel intensi. Diantara ketiga variabel independen, kontrol perilaku mempunyai pengaruh yang paling signifikan terhadap variabel dependen. Adapun implikasi dari temuan penelitian ini juga turut didiskusikan.

Kata Kunci: Perilaku Konsumen, Teori Planned Behavior, Wisatawan Lokal, Pasar Malam, Kota Kupang.

ABSTRACT

This study aims at exploring the behavioral intention of local tourist in Kupang City to choose Pasar Malam as their culinary tourism destination. The Theory of Planned Behavior theories have been chosen as the theoretical basis of the study.

Prior to conducting a questionnaire survey, a pilot survey was conducted to test the questionnaire's reliability. The final survey was conducted with 103 visitors during their visitation in Pasar Malam.

Findings: Results obtained from the respondents allowed to test the hypotheses proposed in the study. A multiple regression analysis was carried out in order to test the hypotheses and the study findings reveal the relationship among the variables. Results indicated that the attitude, subjective norm, and perceived behavioral control were found to be determinants of behavioral intention. In addition, perceived behavioral control became the most significant influence behavioral intention. The implications of the study findings are discussed.

Keywords: Consumer Behavior, Theory of Planned Behavior, Local Tourist, Pasar Malam, Kupang City.