

**FAKTOR – FAKTOR YANG MEMPENGARUHI KUNJUNGAN
KEMBALI WISATAWAN KE KAWASAN WISATA ALAM GUNUNG API
PURBA PADA MASA PANDEMI COVID-19**

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INTISARI

Indonesia dikenal dengan istilah geodiversitas, dalam upaya melestarikan warisan geologi sekaligus memperoleh manfaat yang berkelanjutan maka dikenal istilah Geopark. Salah satu Geopark yang terkenal karena keunikan bentang alamnya adalah Geopark Gunung Sewu. Dalam kawasan Geopark Gunung Sewu terdapat Gunung Api Purba yang oleh masyarakat dimanfaatkan sebagai kawasan wisata alam untuk meningkatkan kesejahteraan masyarakat dengan tetap menjaga kelestariannya, namun terjadi penurunan wisatawan yang signifikan akibat pandemi Covid-19 pada 2020. Penelitian ini menerapkan *Theory of Planned Behavior* untuk mengetahui hubungan antara niat berkunjung kembali terhadap sikap, norma subyektif, kontrol perilaku dan tambahan citra destinasi pada masa pandemi Covid-19. Selain itu, peneliti ingin mengetahui persepsi wisatawan terhadap kelima elemen tersebut. Pengambilan data dilakukan menggunakan kuesioner tertutup dengan jumlah responden 415. Analisis data dilakukan dengan *Structural Equation Modelling* dan analisis deskriptif. Hasil penelitian menunjukkan bahwa norma subyektif, kontrol perilaku, dan citra destinasi berpengaruh signifikan terhadap niat berkunjung kembali wisatawan, sedangkan variabel sikap tidak berpengaruh terhadap niat berkunjung kembali. Selain itu persepsi wisatawan pada variabel sikap, norma subyektif, kontrol perilaku, dan citra destinasi menunjukkan persepsi yang baik.

Kata kunci : Kunjungan kembali, wisata alam, Gunung Api Purba, Covid-19, *Theory of Planned Behavior*.

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FACTORS AFFECTING THE REVISIT INTENTION OF TOURIST TO NATURAL TOURISM AREA OF GUNUNG API PURBA DURING THE COVID-19 PANDEMIC

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ABSTRACT

Indonesia is known as geodiversity, in an effort to preserve geological heritage while and sustainable benefits, known as Geopark. One of the famous Geoparks with unique views is the Gunung Sewu Geopark. In the Gunung Sewu area there is a Gunung Api Purba which is used by the community as a natural tourism area to welfare of the community while maintaining its sustainability, but there has been a significant decrease on tourist due to the Covid-19 pandemic in the 2020. This study applies the Theory of Planned Behavior to determine the relationship between attitudes, subjective norms, behavioral control and destination image on revisit intentions during the Covid-19 pandemic. In addition, researchers want to know the tourist's perceptions of the five latents. Data were collected using a closed questionnaire with a total of 415 respondents. Data analysis was carried out using Structural Equation Modelling and descriptive analysis. The results showed that subjective norms, behavior control, and destination image had a significant effect on tourists' revisiting intentions, while the attitude variable had no effect on revisiting intentions. In addition, tourists' perceptions of the variables of attitude, subjective norms, behavioral control, and destination image show good perceptions.

Keyword : Revisit intention, nature tourism, Gunung Api Purba, Covid-19, and *Theory of Planned Behavior*.

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