

ABTRACT

The Covid-19 pandemic is referred to as a man-made disaster because of its impact. The sectors most affected by this incident are the economic and tourism sectors. Restrictions on human mobilization have resulted in decreased tourist visits and temporary closures of tourist attractions. Over time, tourist attractions began to reopen by implementing health protocols. Ledok Sambu as one of the tourist attractions in Yogyakarta has again opened visits for tourists during the Covid-19 pandemic. This study aims to identify the desire of tourists to revisit Ledok Sambu during the Covid-19 pandemic based on the theory of Planned Behavior (Ajzen 2005). There are three variables in the theory of Planned Behavior (Ajzen 2005) namely attitude towards the behavior, subjective norms, and perceived behavioral control. Based on Pearson's product moment correlation analysis, the results obtained are that there are significant relationship between attitude variables, subjective norms, and perceptions of behavioral control with tourist revisit intentions. The perceived behavioral control variable has a coefficient value of 0.877, the largest coefficient value compared to other variables, thus indicating that the influence of behavioral control is the strongest factor for tourists to revisit to Ledok Sambu.

Keywords : Revisit Intention, Theory of Planned Behavior, Covid-19, Pearson Correlation, Ledok Sambu

INTISARI

Pandemi Covid-19 disebut sebagai bencana buatan manusia karena dampak yang ditimbulkannya. Sektor yang paling terdampak akibat kejadian ini adalah sektor perdagangan dan pariwisata. Pembatasan mobilitas manusia mengakibatkan menurun kunjungan wisatawan serta penutupan sementara objek wisata. Seiring berjalannya waktu objek wisata mulai dibuka kembali dengan menerapkan protokol kesehatan. Ledok Sambu sebagai salah satu objek wisata di Yogyakarta kembali membuka kunjungan bagi wisatawan saat pandemi Covid-19. Penelitian ini bertujuan untuk mengidentifikasi keinginan wisatawan untuk berkunjung kembali ke Ledok Sambu saat pandemi Covid-19 berdasarkan teori Planned Behavior (Ajzen 2005). Terdapat tiga variabel pada teori Planned Behavior (Ajzen 2005) yaitu sikap, norma subjektif, dan persepsi kontrol perilaku. Berdasarkan analisis korelasi product moment milik Pearson hasil yang didapatkan yaitu terdapat hubungan signifikan antara variabel sikap, norma subjektif, dan persepsi kontrol perilaku dengan intensi berkunjung kembali wisatawan. Variabel persepsi kontrol perilaku memiliki nilai koefisien 0,877, nilai koefisien paling besar dibandingkan variabel-variabel lainnya, sehingga menunjukkan bahwa pengaruh kontrol perilaku menjadi faktor yang paling kuat wisatawan untuk berkunjung kembali ke Ledok Sambu.

Kata kunci: Intensi berkunjung kembali, Theory of Planned Behavior, Covid-19, Pearson Correlation, Ledok Sambu