

ABSTRAK

Galuh Fandy Asmoro (02619190012)

“ANALISIS PENGARUH *CONSUMPTION VALUE*, *ATTITUDE TOWARD LOCAL FOOD* DAN *FOOD DESTINATION IMAGE* TERHADAP *REPURCHASE INTENTION* PADA WISATA KULINER BAKSO BAKAR TROWULAN DI MALANG RAYA MENURUT WISATAWAN ASAL SURABAYA RAYA”

(xxii + 202 halaman; 23 gambar; 42 tabel; 4 lampiran)

Kebutuhan untuk berwisata akan terus meningkat seiring dengan kebutuhan *refreshing* akibat dari semakin tingginya kesibukan kerja. Salah satu jenis pariwisata adalah wisata kuliner. Hampir di seluruh daerah di Indonesia memiliki keanekaragaman jenis makanan lokal seperti makanan khas suatu daerah. Seperti halnya wisata kuliner di Malang raya yang sangat populer di kalangan wisatawan. Salah satu destinasi wisata kuliner makanan khas Malang yang populer adalah Bakso Bakar Trowulan. Rumah makan ini merupakan salah satu pelopor menu Bakso Bakar yang menjadi makanan khas Malang.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Quality, Health, Price, Emotional, Prestige, Interaction, Epistemic, Attitude Toward Local Food, Food Destination Image* terhadap *Repurchase Intention* pada wisata kuliner Bakso Bakar Trowulan di Malang Raya menurut wisatawan asal Surabaya Raya.

Penelitian ini merupakan penelitian kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 101 responden dengan karakteristik pria dan wanita berumur 18-60 tahun, responden berdomisili di Surabaya Raya, responden pernah melakukan kunjungan ke Bakso Bakar Trowulan minimal 1 kali dalam 1 tahun terakhir dan responden melakukan kunjungan ke Bakso Bakar Trowulan tidak sendirian.

Hasil penelitian menunjukkan bahwa *Attitude Toward Local Food* terhadap *Food Destination Image* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.769; *Food Destination Image* terhadap *Repurchase Intention* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.766; *Emotional* terhadap *Attitude Toward Local Food* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.310; *Prestige* terhadap *Attitude Toward Local Food* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.228; *Quality* terhadap *Attitude Toward Local Food* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.218; *Price* terhadap *Attitude Toward Local Food* menunjukkan hasil yang signifikan kearah positif dengan koefisien regresi sebesar 0.183.

Referensi: 124 (1991-2020)

Kata Kunci: *Consumption Value, Attitude Toward Local Food, Food Destination Image, Repurchase Intention, Culinary Tourism, Bakso Bakar, Malang*

ABSTRACT

Galuh Fandy Asmoro (02619190012)

“ANALISIS PENGARUH *CONSUMPTION VALUE*, *ATTITUDE TOWARD LOCAL FOOD* DAN *FOOD DESTINATION IMAGE* TERHADAP *REPURCHASE INTENTION* PADA WISATA KULINER BAKSO BAKAR TROWULAN DI MALANG RAYA MENURUT WISATAWAN ASAL SURABAYA RAYA”

(xxii + 202 pages; 23 pictures; 42 tables; 4 attachments)

The need for travel will continue to increase in line with the need for refreshment as a result of an increase in work activity. One type of tourism is culinary tourism which is developing very positively. The culinary world is closely related to the region or place, identity and culture. Almost all regions in Indonesia have a variety of local foods such as regional specialties. As well as culinary tourism in Malang which is very popular among tourists. One of the popular culinary destinations for Malang food is Bakso Bakar Trowulan. This restaurant is one of the pioneering menus of Bakso Bakar which is a typical Malang food.

The purpose of this study is to determine the effect of *Quality, Health, Price, Emotional, Prestige, Interaction, Epistemic, Attitude Toward Local Food, Food Destination Image* on *Repurchase Intention* on the culinary tourism of Bakso Bakar Trowulan in Malang Raya according to tourists from Surabaya Raya.

This study is quantitative methods of processing the data using SPSS. Data was collected by distributing questionnaires to 101 respondents, with the characteristics of male and female respondents aged 18-60 years. The respondent is domiciled in Surabaya Raya, namely the City of Surabaya, Sidoarjo Regency & Gresik Regency, the respondent has visited Bakso Bakar Trowulan at least once in the last 1 year and the respondent visits Bakso Bakar Trowulan not alone, but with family or friends.

The results showed that the *Attitude Toward Local Food* to *Food Destination Image* shows a significant positive result with a regression coefficient of 0.769; *Food Destination Image* to *Repurchase Intention* shows significant positive results with a regression coefficient of 0.766; *Emotional* to *Attitude Toward Local Food* shows a significant positive result with a regression coefficient of 0.310; *Prestige* against *Attitude Toward Local Food* shows a significant positive result with a regression coefficient of 0.228; *Quality* towards *Attitude Toward Local Food* showed a significant positive result with a regression coefficient of 0.218; *Price* to *Attitude Toward Local Food* shows a significant positive result with a regression coefficient of 0.183.

Reference: 124 (1991-2020)

Key Words: *Consumption Value, Attitude Toward Local Food, Food Destination Image, Repurchase Intention, Culinary Tourism, Bakso Bakar, Malang*