



INTISARI

Penelitian ini dilakukan di Kabupaten Sleman, Yogyakarta dengan tujuan mengetahui tingkat kepuasan pengunjung terhadap atribut yang ditawarkan dan mengetahui klasifikasi atribut berdasarkan dimensi kualitas jasa dalam meningkatkan kepuasan pengunjung Agrowisata Kampung Flory. Data yang digunakan dalam penelitian ini adalah data penilaian kepuasan pengunjung di Agrowisata Kampung Flory pada tahun 2019-2020. Metode analisis yang digunakan adalah metode CSI (*Customer Satisfaction Index*) dan IPA (*Importance Performance Analysis*).

Hasil penelitian ini menunjukkan pengunjung merasa sangat puas dengan pelayanan Agrowisata Kampung Flory. Berdasarkan hasil perhitungan dan pemetaan *Importance Performance Analysis* diketahui atribut kuadran I adalah atribut dengan dimensi *tangibles* yaitu fasilitas toilet, area parkir dan tata lokasi wisata. Atribut yang termasuk kuadran II terdiri dimensi *tangibles* yaitu kebersihan, kenyamanan dan kondisi jalan menuju agrowisata. Dimensi *assurance* yaitu keterampilan petugas agrowisata, kesopanan dan keramahan petugas agrowisata, kejujuran petugas agrowisata dan keamanan fasilitas agrowisata. Dimensi *empathy* yaitu kemudahan dalam menjangkau lokasi dan pelayanan kebutuhan pengunjung. Atribut yang termasuk kuadran III terdiri dari dimensi *tangibles*, *reliability*, *responsiveness*, dan *empathy*. Dimensi *tangibles* yaitu penampilan petugas agrowisata. Dimensi *reliability* yaitu promosi yang dilakukan, kesesuaian pelayanan di zona dewi flory dan bali ndseo. Dimensi *responsiveness* yaitu pelayanan petugas agrowisata zona taruna tani flory, dewi flory, dan bali ndeso. Dimensi *empathy* yaitu papan petunjuk jalan didalam agrowisata. Atribut yang termasuk kuadran IV terdiri dimensi *tangibles*, *reliability* dan *empathy*. Dimensi *tangibles* yaitu harga tiket fasilitas wisata, fasilitas zona taruna tani flory, dewi flory dan bali ndeso. Dimensi *reliability* yaitu kesesuaian pelayanan taruna tani flory. Dimensi *empathy* yaitu kemudahan akses informasi agrowisata.

Kata Kunci : Kepuasan, Dimensi Kualitas Jasa, *Customer Satisfaction Index*, dan *Importance Performance Analysis*.

ABSTRACT

This research analyzed in Sleman District, Yogyakarta to find out the visitor satisfaction with the attributes offered and find out the attributes classification depended on service quality dimensions to increase the visitors satisfaction in Kampung Flory Agrotourism. The data used is visitors satisfaction assessment data in Kampung Flory Agrotourism in 2019-2020. The methods of analysis used sare Customer Satisfaction Index and Importance Performance Analysis.

The results of study showed that the visitors are very satisfied with the service of Kampung Flory Agrotourism. Based on the results of calculation and mapping of Importance Performance Analysis, for the quadran I consist of tangibles dimensions are toilet facilities, parking area and tourist location planning. The attributes that include in quadran II are tangible dimension (the cleanliness of agrotourism, the convinience of agrotourism, and the condition of the road to agrotourism), assurance dimensions (the skills of agrotourism officers, the politeness and friendliness of agrotourism officers honesty of agrotourism officers, and security of agrotourism facilities), empathy dimensions (the ease of in reaching the location and services for the needs of visitors). Attributes included in quadran III consist of tangible, reliability, reponsiveness, and empathy dimensions. The tangible dimension is the appearance of agrotourism officers. the dimensions of realibility are the promotions carried out, the suitability of services in dewi flory and bali ndeso zones meanwhile the responsiveness diemension is the services of agrotourism officers for taruna tani flory, dewi flory, and bali ndeso zones. The empathy dimension is the road sign in agrotourism. The last, attributes that are included in quandran IV consist of tangible, reliability, and empathy dimensions. tangibles dimensions are ticket price for entry the tourist facilities, taruna tani flory, dewi flory, amd bali ndeso zones. the reliability dimension is the suitability of taruna tani flory zone service and the empathy dimension is the ease of access to agrotourism information.

keyword: Satisfaction, Dimensions of Service Quality, Customer Satisfaction Index, and Importance Performance Analysis.