

INTISARI

Kualitas layanan merupakan salah satu faktor terwujudnya kepuasan pengunjung Agrowisata Taman Botani Sukorambi. Penelitian ini bertujuan untuk (1) mengetahui kualitas layanan agrowisata berdasarkan kinerja dan harapan pengunjung Agrowisata Taman Botani Sukorambi, (2) mengetahui atribut-atribut kualitas layanan Agrowisata Taman Botani Sukorambi yang perlu ditingkatkan, (3) mengetahui tingkat kepuasan pengunjung terhadap kualitas layanan Agrowisata Taman Botani Sukorambi, serta (4) mengetahui hubungan keeratan antara penilaian kualitas layanan Agrowisata Taman Botani Sukorambi dengan karakteristik pengunjung Agrowisata Taman Botani Sukorambi. Sampel penelitian merupakan pengunjung agrowisata sejumlah 40 responden melalui metode *accidental sampling* dengan instrumen berupa kuesioner. Metode analisis yang digunakan adalah SERVQUAL, *Importance-Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), dan korelasi. Hasil analisis SERVQUAL menunjukkan bahwa kualitas layanan agrowisata secara keseluruhan dikatakan baik (gap bernilai positif). Hasil analisis metode IPA menunjukkan delapan atribut membutuhkan perbaikan yaitu atribut kebersihan dan kenyamanan Horti Hub, jalan setapak antar objek wisata, kerapian petugas agrowisata, kemudahan menemukan lokasi agrowisata, pengunjung dapat bergantung pada petugas terkait kebutuhannya selama di agrowisata, kecepatan dan kesigapan petugas dalam merespon pertanyaan melalui media sosial atau *call center* agrowisata, petugas agrowisata cepat merespon ketika dimintai bantuan oleh pengunjung, dan petugas memiliki pengetahuan terhadap kualitas produk-produk yang dijual. Kepuasan pengunjung agrowisata berada pada tingkat sangat puas dengan indeks CSI sebesar 80,22%. Melalui analisis korelasi diketahui bahwa hubungan keeratan antara penilaian kualitas layanan dengan karakteristik pengunjung (usia, tingkat pendidikan terakhir, pendapatan/kiriman, frekuensi kunjungan, jenis kelamin, asal daerah, transportasi, dan rekan berkunjung) adalah saling independen.

Kata kunci: agrowisata, atribut prioritas, kualitas layanan, kepuasan pengunjung

ABSTRACT

Service quality is one of the factors in realizing the satisfaction of Taman Botani Sukorambi Agrotourism visitors. This research aims to (1) determine the quality of agrotourism services based on the performance and expectations of visitors to the Taman Botani Sukorambi Agrotourism, (2) to find out the attributes of Taman Botani Sukorambi Agrotourism service quality that need to be improved, (3) to determine the level of visitor satisfaction with the quality of the Taman Botani Sukorambi, and (4) knowing the correlation between the assessment of the quality of services in the Taman Botani Sukorambi Agrotourism with the visitor characteristics of Taman Botani Sukorambi Agrotourism visitors. The research sample is agrotourism visitors with a total of 40 respondents through the accidental sampling method with the instrument in the form of a questionnaire. The analytical methods used are SERVQUAL, Importance-Performance Analysis (IPA), Customer Satisfaction Index (CSI), and correlation. The results of the SERVQUAL analysis show that the overall quality of agrotourism services is said to be good (the gap is positive). The results of the analysis of the IPA method show eight attributes that need improvement, namely the cleanliness and comfort of the Horti Hub, the path between tourist objects, the neatness of agrotourism officers, the ease of finding agrotourism locations, visitors can depend on officers regarding their needs while in agrotourism, the speed and alertness of officers in responding questions through social media or agrotourism call centers, agrotourism officers respond quickly when asked for help by visitors, and officers have knowledge of the quality of the products sold. The satisfaction of agrotourism visitors is at a very satisfied level with a CSI index of 80.22%. Through correlation analysis, it is known that the close relationship between service quality assessment and visitor characteristics (age, last education level, income/delivery, frequency of visits, gender, regional origin, transportation, and visiting partners) are mutually independent.

Key words: agrotourism, priority attribute, service quality, customer satisfaction