

Kepuasan Wisatawan terhadap Kualitas Pelayanan Keraton Kasepuhan Kota Cirebon

INTISARI

Keraton Kasepuhan merupakan salah satu destinasi dari kawasan strategis pariwisata sejarah dan keraton dalam Rencana Pengembangan Destinasi Wisata Kelas Dunia Provinsi Jawa Barat. Dalam perwujudan pengembangan pariwisatanya, keberadaan pelayanan pariwisata merupakan substansi yang penting dalam memenuhi kebutuhan wisatawan. Tujuan penelitian ini adalah mengetahui jenis pelayanan dan menilai kualitas pelayanan Keraton Kasepuhan, serta menganalisis kepuasan wisatawan terhadap kualitas pelayanannya berdasarkan 5 dimensi kualitas pelayanan. Metode penelitian yang digunakan adalah metode kombinasi, dengan teknik pengumpulan data wawancara, observasi, dan kuesioner. Teknik sampel menggunakan metode *purposive sampling* dan metode *accidental sampling* dengan jumlah sampel sebanyak 72 responden. Metode analisis data dalam identifikasi pelayanan adalah menggunakan *Importance-Performance Analysis (IPA)* dan uji *wilcoxon signed rank*, dan analisis kepuasan wisatawan menggunakan metode *Customer Satisfaction Index (CSI)*.

Keraton Kasepuhan menyediakan pelayanan pemandu wisata, paket wisata, travel agent, pelayanan sentra kuliner dan tempat souvenir, hingga kesenian tradisional. Kualitas pelayanan pada dimensi *Tangible*, dimensi *Reliability*, dan dimensi *Emphaty* menunjukkan kualitas pelayanan yang rendah. Kualitas pelayanan pada dimensi *Responsiveness* dan dimensi *Assurance* menunjukkan kualitas pelayanan yang baik. Analisis menggunakan metode *Customer Satisfaction Index (CSI)* menunjukkan bahwa wisatawan puas terhadap kualitas pelayanan yang diberikan, yang ditunjukkan dengan nilai interval rata-rata dimensi kualitas pelayanan sebesar 3,79 dengan termasuk pada mutu pelayanan B dan indeks kepuasan wisatawan “Memuaskan”.

Kata kunci: kepuasan wisatawan, kualitas pelayanan, *Customer Satisfaction Index (CSI)*

***Tourist Satisfaction in relation to Service Quality Of Keraton Kasepuhan
Cirebon City***

ABSTRACT

Kasepuhan Palace was one of the historical tourism and palace strategic area in the Expansion Plan of World Class Tourism Destination in West Java Province. The existence of tourism service was one of the substance in order to fulfill tourists' needs in its development. The objectives of this research were to comprehend the types of service and to evaluate its quality of Kasepuhan Palace, and to analyze tourist satisfaction in relation to Kasepuhan Palace's service quality based on 5 dimension of service quality. This research adopted mixed methodology, which included interview, observation, and questionnaire as its data collecting methods. Sampling methods that were used are purposive sampling and accidental sampling with 72 respondents. Data analysis methods that were applied in identifying services are Importance-Performance Analysis and Wilcoxon Signed Rank Test, and in analysing tourist satisfaction is Customer Satisfaction Index (CSI).

Kasepuhan palace offered service in the form of tour guides, tour packets, travel agents, culinary centre and souvenir store services, and up to traditional arts. Service quality on Tangible, Reliability and Emphaty dimensions displayed a low service quality. Responsiveness and Assurance dimensions showed a good service quality of Kesepuhan Palace. Analysis using the Customer Satisfaction Indexs (CSI) showed that tourists were satisfied with the delivered service quality, indicated with the mean interval value of service quality dimensions of 3,79 in quality service rank B and its Tourist Satisfaction Index "Satisfying".

Key words: tourist satisfaction, service quality, Customer Satisfaction Index (CSI)