

INTISARI

Keterbukaan pasar mendorong perusahaan untuk menghasilkan produk dan jasa yang beragam demi memuaskan pelanggan. Kualitas pelayanan yang baik menjadi kunci dalam menciptakan kepuasan pelanggan. Desa Wisata Nglanggeran, terletak di Kapanewon Patuk, Kabupaten Gunungkidul, menawarkan keindahan alam, paket wisata, dan warisan budaya. Namun, desa ini menghadapi tantangan, dengan sumber daya manusia yang kurang berkualitas dan adanya 6 pesaing di sekitar. Tujuan Penelitian ini adalah (1) untuk mengetahui kinerja pelayanan dari Desa Wisata Nglanggeran; (2) untuk mengetahui kondisi kekuatan, kelemahan, peluang dan ancaman yang terdapat di Desa Wisata Nglanggeran; dan (3) untuk mengetahui strategi pengembangan utama yang tepat di Desa Wisata Nglanggeran. Metode *Service Quality* (Servqual) dan *Importance Performance Analysis* (IPA) digunakan untuk menilai kualitas pelayanan, metode *Strengths Weakness Opportunities Threats* (SWOT) digunakan untuk analisis kekuatan dan peluang, sementara metode *Quantitative Strategic Planning Matrix* (QSPM) digunakan untuk mengidentifikasi strategi prioritas. Hasil penelitian ini adalah: (1) Nilai rata-rata GAP keseluruhan bernilai negatif (-0,52), artinya kualitas kinerja Desa Wisata Nglanggeran belum mampu memenuhi kepuasan dari pengunjung. Dari 31 atribut, sebanyak 6 atribut berada pada kuadran A (prioritas utama), sebanyak 12 atribut berada pada kuadran B (pertahankan prestasi), sebanyak 8 atribut berada pada kuadran C (prioritas rendah) dan sebanyak 5 atribut berada pada kuadran D (berlebihan); (2) nilai kekuatan Desa Wisata Nglanggeran lebih besar daripada nilai kekurangannya, sedangkan nilai peluang Desa Wisata Nglanggeran lebih besar daripada nilai ancamannya; dan (3) strategi yang harus diprioritaskan untuk dilaksanakan Desa Wisata Nglanggeran adalah Meningkatkan promosi Desa Wisata Nglanggeran dengan memaksimalkan teknologi, informasi dan mitra yang tergabung.

Kata kunci: kinerja pelayanan, kekuatan, kelemahan, peluang, ancaman, strategi pengembangan.

ABSTRACT

Market openness encourages companies to produce diverse products and services to satisfied customers. Good service quality were the key to creating customer satisfaction. Nglanggeran Tourism Village, located in Patuk Sub-district, Gunungkidul Regency, offered natural beauty, tour packages, and cultural heritage. However, this village faced challenges, with poor quality human resources and there were 6 competitors around. The objectives of this study were (1) to determined the service quality of Nglanggeran Tourist Village; (2) to determined the condition of strengths, weaknesses, opportunities and threats contained in Nglanggeran Tourist Village; and (3) to found the right main development strategy in Nglanggeran Tourist Village. Service Quality (Servqual) and Importance Performance Analysis (IPA) methods were used to assess service quality, Strengths Weakness Opportunities Threats (SWOT) methods were used for strengths and opportunities analysis, while Quantitative Strategic Planning Matrix (QSPM) methods were used to identify priority strategies. The results of this research were: (1) the average of overall GAP value was negative (-0.52), meaning that the quality of performance of Nglanggeran Tourist Village had not been able to meet the satisfaction of visitors. Of the 31 attributes, 6 attributes were in quadrant A (top priority), 12 attributes were in quadrant B (maintain achievement), 8 attributes were in quadrant C (low priority) and 5 attributes were in quadrant D (excessive); (2) the value of the strength of Nglanggeran Tourist Village were greater than the value of the shortfall, while the opportunity value of Nglanggeran Tourist Village were greater than the value of the threat; and (3) strategies that must be prioritized to be implemented by Nglanggeran Tourist Village were to increased the promotion of Nglanggeran Tourist Village by maximizing technology, information and incorporated partners.

Keywords: service quality, strengths, weaknesses, opportunities, threats, development strategies.