



INTISARI

Berkembangnya tren wisata kuliner yakni *coffee tourism* dalam beberapa tahun terakhir menyebabkan sejumlah warung kopi berkonsep suasana alam semakin masif berkembang di berbagai daerah di Indonesia, salah satunya Daerah Istimewa Yogyakarta. Kaliurang sebagai salah satu destinasi wisata unggulan di DIY semakin strategis terhadap munculnya berbagai warung kopi bernuansa alam. Salah satu yang cukup dikenal adalah Warung Ijo Pak Pardi. Meskipun terdapat perilaku loyalitas wisatawan, namun ditemukan kualitas pelayanan yang kurang optimal. Berdasarkan fenomena tersebut, penelitian ini bertujuan mengkaji hubungan kualitas pelayanan terhadap loyalitas wisatawan Warung Ijo Pak Pardi Kaliurang. Penelitian ini dilaksanakan selama empat bulan, terhitung sejak April hingga Juli 2025. Kualitas pelayanan diukur menggunakan pendekatan DINESERV dengan delapan dimensi: *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, *Ambience*, *Offer*, dan *Image*. Sementara itu, loyalitas wisatawan mencakup intensi berkunjung ulang, rekomendasi kepada orang lain, dan niat memprioritaskan. Penelitian ini menggunakan pendekatan kuantitatif korelatif dengan teknik survei terhadap 100 wisatawan yang pernah berkunjung ke Warung Ijo Pak Pardi. Melalui analisis Korelasi *Rank Spearman*, ditemukan bahwa seluruh dimensi kualitas pelayanan memiliki hubungan yang signifikan terhadap loyalitas, dengan dimensi empati memiliki kekuatan hubungan tertinggi. Hasil ini menunjukkan bahwa aspek afektif pelayanan, seperti perhatian dan keramahan staf, memiliki peran yang lebih dominan dalam membentuk loyalitas dibandingkan aspek teknis pelayanan. Oleh karena itu, strategi peningkatan kualitas pelayanan yang berfokus pada pengalaman emosional direkomendasikan dalam upaya mempertahankan dan memperluas loyalitas wisatawan.

Kata Kunci : Kualitas Pelayanan, Loyalitas Wisatawan, DINESERV, Warung Ijo Pak Pardi, Wisata Kuliner, Wisata Kopi, Warung Kopi, Kaliurang



ABSTRACT

The rise of culinary tourism trends, particularly coffee tourism in recent years, has led to the widespread development of nature-themed coffee shops across various regions in Indonesia, including the Special Region of Yogyakarta. Kaliurang, as one of the leading tourist destinations in the region, has become increasingly strategic for the emergence of coffee stalls with natural atmospheres. One of the most well-known is Warung Ijo Pak Pardi. Although there is evidence of tourist loyalty, issues related to suboptimal service quality have been identified. This study aims to examine the relationship between service quality and tourist loyalty at Warung Ijo Pak Pardi, Kaliurang. The research was conducted over four months, from April to July 2025. Service quality was measured using the DINESERV approach, encompassing eight dimensions: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Ambience, Offer, and Image. Meanwhile, tourist loyalty was assessed based on revisit intention, word-of-mouth recommendations, and the willingness to prioritize. This study employed a correlational quantitative approach through a survey of 100 participants who had previously dined at Warung Ijo Pak Pardi. Validity and reliability tests using IBM SPSS 27 indicated that all questionnaire items were suitable for further analysis. Spearman correlation analysis revealed that all dimensions of service quality had a significant relationship with loyalty, with the empathy dimension demonstrating the strongest correlation. These results indicate that affective aspects of service, such as attentiveness and staff friendliness, play a more dominant role in shaping loyalty than technical service aspects. Therefore, it is recommended that strategies to improve service quality focus on enhancing visitors' emotional experiences in order to maintain and strengthen tourist loyalty.

Keyword : Service Quality, Tourist Loyalty, DINESERV, Warung Ijo Pak Pardi, Culinary Tourism, Coffee Tourism, Coffee Shop, Kaliurang