

INTISARI

Pendekatan multidimensional pada *perceived value* yang mencakup nilai fungsional, nilai uang, nilai emosional, nilai sosial, dan nilai kebaruan dalam penelitian ini bertujuan untuk menganalisis kepuasan wisatawan di Candi Prambanan. Pengukuran kepuasan yang ada saat ini cenderung belum mampu menangkap kompleksitas pengaruh *perceived value* terhadap kepuasan wisatawan. Metode penelitian dilakukan melalui kuesioner berskala semantik diferensial skala -3,00 s.d 3,00 dari 400 responden wisatawan domestik di Candi Prambanan, yang dipilih melalui teknik pengambilan sampel acak (*simple random sampling*) dan kemudian dilakukan analisis deskriptif terhadap data yang terkumpul.

Pengalaman wisatawan sangat memuaskan di seluruh dimensi *perceived value* yang diukur menggunakan skala interval semantik diferensial tersebut, masing-masing skor rata-rata 2,12 untuk nilai fungsional, 2,00 untuk nilai uang, 2,35 untuk nilai emosional, 2,12 nilai sosial, dan 2,21 nilai kebaruan. Hal ini menunjukkan pentingnya memenuhi berbagai aspek *perceived value* dalam pengalaman wisatawan untuk mencapai tingkat kepuasan yang memuaskan. Hasil penelitian menunjukkan bahwa kepuasan wisatawan secara keseluruhan di Candi Prambanan berada pada kategori "*delightful/sangat memuaskan*" dengan skor rata-rata 2,16.

Secara keseluruhan, penelitian ini memperlihatkan bahwa pendekatan multidimensional terhadap *perceived value* mampu memberikan pemahaman yang lebih komprehensif mengenai kepuasan wisatawan. Temuan ini memberikan wawasan praktis bagi pengelola Candi Prambanan untuk mempertahankan keunggulan pada dimensi-dimensi *perceived value* serta memprioritaskan perbaikan pada aspek-aspek yang masih dianggap kurang oleh wisatawan, seperti infrastruktur, aksesibilitas, dan konsistensi layanan. Konsistensi dan peningkatan ini penting untuk memastikan pengalaman wisatawan tetap pada tingkat kepuasan tertinggi.

Kata kunci: candi Prambanan, kepuasan wisatawan, *perceived value*, wisata warisan budaya.

ABSTRACT

This study uses a multidimensional approach to perceived value — including functional, monetary, emotional, social and novelty value — to analyse tourist satisfaction at Prambanan Temple. Current satisfaction measurement methods tend to be unable to capture the complex influence of perceived value on tourist satisfaction. The research method was conducted through a semantic differential scale questionnaire ranging from -3.00 to 3.00 from 400 domestic tourist respondents at Prambanan Temple, who were selected through simple random sampling, and then descriptive analysis was performed on the collected data.

The visitor experience was highly satisfactory across all dimensions of perceived value, as measured using the semantic differential scale. Average scores were as follows: functional value (2.12), monetary value (2.00), emotional value (2.35), social value (2.12) and novelty value (2.21). These results demonstrate the importance of fulfilling various aspects of perceived value to achieve a satisfactory level of satisfaction in the tourist experience. The study's results show that tourists' overall satisfaction at Prambanan Temple falls into the 'delightful/very satisfying' category, with an average score of 2.16.

Overall, this study demonstrates that a multidimensional approach to perceived value provides a more comprehensive understanding of tourist satisfaction. These findings provide Prambanan Temple managers with practical insights to help them maintain excellence in the dimensions of perceived value and prioritise improvements in areas that tourists still consider lacking, such as infrastructure, accessibility and service consistency. Consistency and improvement in these areas are important to ensure that the tourist experience remains at the highest level of satisfaction.

Keywords: *heritage tourism, perceived value, prambanan temple, tourist satisfaction.*