

KEPUASAN PENGUNJUNG TERHADAP PRODUK WISATA ALAM DI OBJEK WISATA HUTAN PINUS KALILO, KABUPATEN PURWOREJO

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INTISARI

Penelitian ini berjudul “*Kepuasan Pengunjung Terhadap Produk Wisata Alam di Objek Wisata Hutan Pinus Kalilo, Kabupaten Purworejo*” yang bertujuan untuk mengetahui kondisi atraksi alam dan tiga elemen produk wisata lainnya, mendeskripsikan karakteristik sosio-demografi pengunjung di Objek Wisata Hutan Pinus Kalilo, dan menganalisis tingkat kepuasan pengunjung terhadap atraksi alam dan tiga elemen produk wisata lainnya. Penelitian dilaksanakan di kawasan Hutan Pinus Kalilo, Desa Tlogoguwo, Kecamatan Kaligesing, Kabupaten Purworejo, Jawa Tengah, pada bulan Mei–Juni 2025 dengan survei pendahuluan pada Januari 2025.

Metode penelitian yang digunakan adalah deskriptif kuantitatif, dengan teknik pengumpulan data melalui observasi lapangan dan penyebaran kuesioner kepada 100 responden yang ditentukan menggunakan rumus Slovin dan teknik random sampling. Instrumen penelitian disusun berdasarkan produk atraksi alam, amenitas, aksesibilitas, dan pelayanan petugas yang mengacu pada Dien (2024), Handayani (2023), ADO-ODTWA Dirjen PHKA (2003) dalam Kapantouw (2022), Kusmayanti (2021), serta Bureau of Land Management dalam Rusita (2016). Analisis data dilakukan menggunakan skala Likert, *Customer Satisfaction Index* (CSI), serta *Importance Performance Analysis* (IPA).

Hasil penelitian menunjukkan bahwa kondisi atraksi alam di Objek Wisata Hutan Pinus Kalilo tergolong baik, dengan keanekaragaman fauna mencapai 38 jenis (kategori sangat tinggi) dan flora 18 jenis (kategori sedang). Kelerengan lahan aman untuk wisata, dengan suhu rata-rata 25,41°C, kelembaban 85,35%, dan intensitas cahaya 3.455,73 lux. Pengunjung didominasi oleh wisatawan domestik asal Purworejo (46%) dan Kulon Progo (19%), mayoritas perempuan (62%), berusia 18–30 tahun (80%), dan berpendidikan S1 (43%) serta SMA (41%). Informasi wisata paling banyak diperoleh dari TikTok (36%), dan sebagian besar baru pertama kali berkunjung (46%). Faktor jarak, citra alam, dan media sosial menjadi pendorong utama kunjungan. Secara keseluruhan, pengunjung menunjukkan tingkat kepuasan yang sangat tinggi dengan nilai CSI sebesar 83,15%, meliputi atraksi alam (83,49%), amenitas (83,54%), dan pelayanan petugas (85,74%) dalam kategori sangat puas, sedangkan aksesibilitas (75,57%) berada dalam kategori puas. Berdasarkan analisis Importance Performance Analysis (IPA), pengelolaan wisata telah berjalan dengan baik, namun masih diperlukan peningkatan pada aspek pencahayaan alami, aksesibilitas, dan jaringan telekomunikasi guna menjaga serta meningkatkan kepuasan pengunjung.

Kata Kunci: Atraksi Alam, Karakteristik Sosio-Demografi, CSI, IPA, Hutan Pinus Kalilo.

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VISITOR SATISFACTION WITH NATURE BASED TOURISM PRODUCTS AT HUTAN PINUS KALILO TOURISM DESTINATION, PURWOREJO REGENCY

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ABSTRACT

This study, titled “Visitor Satisfaction with Nature Based Tourism Products at Hutan Pinus Kalilo Tourism Destination, Purworejo Regency” aims to examine the condition of natural attractions and other tourism product elements, describe the socio-demographic characteristics of visitors at Hutan Pinus Kalilo, and analyze visitor satisfaction with natural attractions and the three other tourism product elements. The research was conducted in Hutan Pinus Kalilo, located in Tlogoguwo Village, Kaligesing District, Purworejo Regency, Central Java, during May–June 2025, with a preliminary survey conducted in January 2025.

The research employed a quantitative descriptive method, using field observation and questionnaire distribution to 100 respondents, determined by the Slovin formula and random sampling technique. The research instruments were developed based on tourism product elements—natural attractions, amenities, accessibility, and staff service—referring to Dien (2024), Handayani (2023), ADO-ODTWA Dirjen PHKA (2003) in Kapantouw (2022), Kusmayanti (2021), and the Bureau of Land Management in Rusita (2016). Data were analyzed using the Likert scale, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

The results show that the condition of natural attractions in Hutan Pinus Kalilo is relatively good, with 38 fauna species (very high category) and 18 flora species (moderate category). The slope condition is safe for tourism, with an average temperature of 25.41°C, humidity of 85.35%, and light intensity of 3,455.73 lux. Visitors are predominantly domestic tourists from Purworejo (46%) and Kulon Progo (19%), mostly female (62%), aged 18–30 years (80%), and educated at the bachelor’s (43%) and senior high school (41%) levels. Most visitors obtained information from TikTok (36%) and were first-time visitors (46%). Distance, natural image, and social media play key roles as motivating factors for visits. Overall, visitor satisfaction was very high, with a CSI score of 83.15%, including natural attractions (83.49%), amenities (83.54%), and staff service (85.74%) rated as very satisfactory, while accessibility (75.57%) was rated satisfactory. Based on Importance Performance Analysis (IPA), tourism management is considered effective, though improvements are needed in natural lighting, accessibility, and telecommunication networks to maintain and enhance visitor satisfaction.

Keywords: Natural Attraction, Socio-Demographic Characteristics, CSI, IPA, Hutan Pinus Kalilo.

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