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PERSEPSI WISATAWAN TERHADAP KUALITAS PRODUK WISATA FORT ROTTERDAM DI MAKASSAR
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INTISARI

Kawasan Fort Rotterdam merupakan bangunan peninggalan sejarah dan warisan budaya. Hasil observasi persepsi awal terhadap wisatawan lokal yang ada di Fort Rotterdam merupakan masalah yang perlu ditangani yaitu wisatawan yang datang ke Fort Rotterdam lebih tertarik pada acara bersifat komersil dibandingkan terhadap kegiatan wisata sejarah dan budaya. Acara yang bersifat komersil ini diduga dapat merusak kualitas produk wisata Fort Rotterdam sebagai wisata sejarah dan budaya

Penelitian ini dilakukan dengan tujuan mengukur kualitas produk Fort Rotterdam dan persepsi wisatawan terhadap kualitas produk Fort Rotterdam. Peneliti mengunakan gabungan metode kuantitatif dan kualitatif . Metode kuantitaf dilakukan dengan menyebarkan angket persepsi kepada wisatawan dan wawancara secara langsung. Metode kualitatif dilakukan dengan mengobservasi kondisi eksisting Fort Rotterdam, mengklarifikasi hasil data yang diperoleh melalui angket persepsi. Lokasi penelitian dilakukan di Kota Makassar.

Persepsi kualitas produk wisata mengacu pada komponen wisata dan 8 dimensi kualitas produk Garvin. Berdasarkan persepsi wisatawan, hasil penelitian menunjukan dominan persentasi setara antara persepsi kurang baik dan persepsi baik pada kualitas produk wisata Fort Rotterdam. Persepsi kualitas produk wisata pada tampilan memiliki persepsi yang baik. Persepsi kualitas produk wisata pada fitur memiliki persepsi yang kurang baik. Adapun persepsi kualitas produk pada kehandalan, kemudahan layanan, kesesuaian, ketahanan, dan kesan kualitas menunjukkan persentasi yang setara antara persepsi kurang baik dan persepsi baik. Selanjutnya persepsi kualitas produk wisata pada estetika menunjukkan persentasi persepsi baik.

Kata kunci : **persepsi, wisatawan, komponen wisata, kualitas produk, Fort Rotterdam**

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ABSTRACT

Fort Rotterdam Area is a complex of the ruins of Dutch forts, located at the Makassar, South Sulawesi. In regards of the colonialism history, the buildings in the Fort Rotterdam Area become historical and cultural heritage. However, the preliminary observation revealed that many of tourists are more interested to visit the Fort because of the commercial events rather than the cultural and historical tourism activities. Meanwhile, the activities of commercial events are seen as potentially destructive and possibly to ruin the Fort Rotterdam.

The purpose of this research is to discover the perception of local tourism on the quality of tourism product at the Area of Fort Rotterdam. This research has been conducted to measure the tourist's perceptions on the quality of tourism product of Fort Rotterdam. Mix method was used to this research, combining quantitative and qualitative method. The quantitative method comprises distributing questionnaires and direct interview with the tourists. The qualitative method was conducted by observation of Fort Rotterdam condition and then was clarified by the result of questionnaires.

Tourist's perception on product quality is examined based on eight quality dimensions. They are: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Based on the result of research dominantly the tourists have "equivalent" percentage between good perception and not good perception about the product quality of Fort Rotterdam. The tourist's perception on product quality for performance has good perception. The tourist's perception on product quality for features has not good perception. As for tourist's perception on product quality for reliability, serviceability, conformance, durability, and perceived quality have equivalent perception between good perception and not good perception. Then the tourist's perception on product quality for aesthetics has good perception.

Keywords : **perception, tourism, tourism component, product quality, Fort Rotterdam**