

""Hcmqt '[epi 'O go r gpi ct wj kRgt o kp wcp 'Rct ky kwc 'FKMcy cwp''
Gmy kwc 'I wpwpi 'Cr kRwt dc 'Pi rpi i gt cp''Mcdwr cvgp'I wpwpi nlf wli''

oleh

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Salah satu obyek dan daya tarik wisata alam yang ada di Daerah Istimewa Yogyakarta adalah Gunung Api Purba Nglanggeran. Penerapan sistem paket dan dinaikkannya harga tiket wisata berdampak pada penurunan jumlah wisatawan yang cukup signifikan, terutama *trend* kunjungan dalam 3 tahun terakhir. Meskipun baik secara ekologi, tapi dapat beresiko secara ekonomi.

Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi permintaan pariwisata di Kawasan Ekowisata Gunung Api Purba Nglanggeran. Selain itu dapat diketahui karakteristik wisatawananya. Penelitian dilakukan di Kawasan Ekowisata Gunung Api Purba Nglanggeran dengan responden berjumlah 100 orang yang diambil secara acak (*random*).

Berdasarkan hasil analisis karakteristik wisatawan diketahui bahwa tidak terjadi perbedaan yang besar antara persentase wisatawan perempuan dan laki-laki, sedangkan wisatawan yang mendominasi berumur 17-24 tahun, berdomisili di DIY, tingkat pendidikan lulusan SMA/ sederajat, bekerja sebagai pegawai swasta, belum memiliki pendapatan sendiri, bermotivasi untuk melakukan rekreasi, berkunjung dalam kelompok kecil, berkunjung selama 1-3 jam, baru pertama kali berkunjung, berkunjung menggunakan motor, menyukai aktivitas menikmati pemandangan alam, mengetahui informasi tentang obyek wisata ini dari teman/saudara, dan bersedia untuk merekomendasikan obyek wisata ini kepada orang lain. Hasil analisis faktor menunjukkan nilai *Kaiser Meyer Olkin* sebesar 0,774 dan signifikansi *Bartlett's Test of Sphericity* sebesar 0,000. Dari 20 variabel yang diteliti terbentuk 6 faktor baru dengan kumulatif varians sebesar 68,038%. Keenam faktor tersebut adalah kualitas, pelayanan, biaya, keanekaragaman, jalan, dan masyarakat. Faktor kualitas tersusun atas variabel kesejukan, kealamian, keindahan, keunikan, serta pengalaman. Faktor pelayanan tersusun atas variabel promosi, keamanan, kelengkapan dan kondisi fasilitas, kebersihan, serta keramahan dan kecekatan petugas. Faktor biaya tersusun atas variabel harga tiket serta biaya perjalanan wisata. Faktor keanekaragaman tersusun atas variabel keanekaragaman atraksi, keanekaragaman flora dan fauna, serta kesesuaian obyek dengan wisatawan. Faktor jalan tersusun atas variabel kondisi jalan serta jarak. Faktor masyarakat tersusun atas variabel kedekatan dengan masyarakat.

Kata kunci: permintaan pariwisata, ekowisata, Gunung Api Purba Nglanggeran, analisis faktor

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Influence Factors on Tourism Demand In Ecotourism Area of Gunung Api Purba Nglanggeran Gunungkidul District

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One of the object and attractions of natural tourist in the Special Region of Yogyakarta is Gunung Api Purba Nglanggeran. The implementation of the package system and the increase in tourist ticket prices has a significant reduction in the number of tourists, especially the trend of visits in the last 3 years. Even though it is ecologically good, it can be economically risky.

The objective of this research was to understand the factors that influence tourism demand in the Gunung Api Purba Nglanggeran. As well as to find out the characteristics of tourists. This research was located in the Gunung Api Purba Nglanggeran with respondents totaling 100 people taken randomly.

Based on the results of the analysis of tourist characteristics, it is known that there is no big difference between the percentage of female and male tourists, while the dominating tourists are 17-24 years old, domiciled in DIY, education level of high school/equivalent graduates, working as private employees, not owning income, motivated to do recreation, visit in small groups, visiting for 1-3 hours, just visiting for the first time, visiting using a motorbike, enjoying activities to see natural scenery, knowing information about this attraction from friends/family, and willing to recommend this attraction to others. The results of the factor analysis showed the *Kaiser Meyer Olkin* value of 0.774 and the significance of *Bartlett's Test of Sphericity* of 0.000. Of the 20 variables studied, 6 new factors were formed with cumulative variance of 68.038%. The six factors are quality, service, cost, diversity, road, and society. Quality factors are composed of variables of coolness, naturalness, beauty, uniqueness, and experience. The service factor is composed of variable promotions, security, completeness and condition of facilities, cleanliness, and friendliness and dexterity of officers. The cost factor is composed of variable ticket prices and travel costs. Diversity factors are composed of variable diversity of attractions, flora and fauna diversity, and suitability of objects with tourists. The road factor is composed of variable road conditions and distances. Community factors are composed of proximity variables with the community.

Keywords: tourism demand, ecotourism, Gunung Api Purba Nglanggeran, factor analysis

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