

INTISARI

Akomodasi wisata murah menjadi salah satu produk jasa wisata di Yogyakarta yang ketersediaannya terus meningkat. BUNK Bed And Breakfast merupakan satu dari sekian banyaknya penyedia akomodasi wisata murah tersebut. Banyaknya pilihan akomodasi wisata semakin meningkatkan persaingan antar penyedia jasa untuk menarik minat calon konsumen. Persaingan tersebut menyebabkan okupansi tamu rata-rata tahunan di BUNK Bed And Breakfast mengalami penurunan, sehingga diperlukan strategi untuk meningkatkan penjualan.

Kualitas pelayanan menjadi salah satu faktor penarik dan pendorong calon konsumen untuk membeli produk jasa. Kualitas pelayanan yang baik menjadi nilai jual bagi penyedia usaha jasa untuk menarik minat calon konsumen serta menjadikan salah satu faktor penentu tingkat kepuasan tamu. Penelitian ini bertujuan untuk mengetahui perbedaan antara harapan dan persepsi tamu serta tingkat kepuasan terhadap pelayanan di BUNK Bed And Breakfast menggunakan model SERVQUAL (*Service Quality*) dan CSI (*Customer Satisfaction Index*). Model penelitian menggunakan metode kuantitatif dan hasil pembahasan dijabarkan dengan pendekatan deskriptif.

Hasil penelitian yang dilakukan kepada 92 responden menunjukkan bahwa sebanyak 26 atribut pelayanan yang diukur, hanya terdapat 3 atribut yang memiliki nilai *gap* (selisih) positif > 0 yang diartikan bahwa nilai persepsi (kinerja) melebihi nilai ekspektasi (harapan) tamu terhadap kualitas pelayanan. Sementara 22 atribut pelayanan memiliki nilai *gap* negatif < 0 yang berarti nilai persepsi belum mampu memenuhi nilai ekspektasi tamu, dan satu atribut memiliki nilai *gap* 0 yang berarti nilai persepsi sepadan dengan nilai harapan tamu. Hasil olah data tingkat kepuasan tamu yang menginap di BUNK Bed And Breakfast menggunakan *Customer Satisfaction Index* menunjukkan skor 81,027 % yang berarti tingkat kepuasan tamu berada pada kategori sangat puas.

Kata kunci: Akomodasi wisata, kualitas pelayanan, tingkat kepuasan tamu, SERVQUAL, *Customer Satisfaction Index*.

ABSTRACT

Affordable tourist accommodation is one of the tourism service products in Yogyakarta whose availability continues to increase. BUNK Bed And Breakfast is one of the many affordable tourist accommodation providers. The number of tourist accommodation options increasingly increases competition among service providers to attract potential consumers. This competition causes the annual average guest occupancy at BUNK Bed And Breakfast to decline. Therefore, a strategy is needed to increase sales.

Service quality is one of the pull and push factors for prospective consumers to buy service products. A good service quality is a selling value for service business providers to attract the interest of prospective customers and make one of the determinants factors of guest satisfaction. This study aims to determine the difference between guests' expectations and perceptions and the level of satisfaction with service at BUNK Bed And Breakfast using the SERVQUAL (Service Quality) and CSI (Customer Satisfaction Index) models. The research model uses quantitative method and the results of the discussion are described in a descriptive approach.

The results of the research conducted on 92 respondents shows that as many as 26 service attributes were measured, there were only 3 attributes that has a positive gap value > 0 which meant that perceptual values (performance) exceeded the expectations of guests' quality of service. While 22 service attributes have a negative gap value < 0 , which means that the value of perception has not been able to meet the expectations of guests, and one attribute has a gap value of 0 which means that the value of perception is commensurate with the expectations of guests. The results of satisfaction level of the guests staying at the BUNK Bed and Breakfast using the Customer Satisfaction Index showed a score of 81,027 % which means the guest satisfaction level is in the very satisfied category.

Keywords: Tourist accommodation, service quality, guest satisfaction level, SERVQUAL, Customer Satisfaction Index.