

INTISARI

Pariwisata merupakan salah satu sektor unggulan perekonomian di Kabupaten Sleman yang sejalan dengan Visi Pembangunan DIY Tahun 2025. Program Pengembangan Destinasi Pariwisata ditempuh untuk memenuhi visi tersebut, sehingga mutlak diperlukan sarana dan prasarana yang memadai untuk memfasilitasi wisatawan berupa kemudahan aksesibilitas dan konektivitas sarana angkutan wisata di Objek dan Daya Tarik Wisata (ODTW) *Heritage* Sleman Timur (Candi Prambanan, Keraton Boko, Candi Barong, Candi Candisari, Candi Kalasan, Candi Sambi Sari, Candi Banyunibo, Tebing Breksi, dan Candi Ijo). Tujuan penelitian ini adalah mendeskripsikan hasil analisis faktor-faktor aksesibilitas, konektivitas, dan fasilitas parkir yang mempengaruhi kepuasan wisatawan ODTW *Heritage* Sleman Timur, memberikan alternatif solusi kemudahan aksesibilitas, konektivitas transportasi, penyediaan ruang parkir komunal, dan pemberian alternatif rute layanan angkutan wisata.

Dalam penelitian ini, metode yang digunakan untuk menganalisis faktor-faktor informasi, aksesibilitas, konektivitas, dan parkir yang dapat mempengaruhi dan meningkatkan kepuasan dan jumlah wisatawan tersebut adalah metode *Structural Equation Modeling (SEM)- (Linear Structural Relationship (LISREL))*. Responden yang terlibat dalam penelitian adalah sebanyak 400 wisatawan ODTW *Heritage* Sleman Timur, dengan *purposive sampling*. Selain analisis tersebut, juga dilakukan obeservasi terkait kondisi jalan sesuai dengan eksisting.

Hasil penelitian menunjukkan bahwa asumsi yang disyaratkan dalam analisis *SEM LISREL* telah terpenuhi, dimana 4 variabel yaitu informasi umum, aksesibilitas, konektivitas, dan fasilitas parkir semua berpengaruh signifikan terhadap kepuasan. Pada keluaran analisis *LISREL* didapatkan bahwa R^2 sebesar 0,62, artinya 62% perubahan pada kepuasan pengunjung dapat dijelaskan oleh variabel aksesibilitas, informasi umum, konektivitas, dan parkir, sedangkan 38% sisanya dijelaskan oleh variabel independen lain yang tidak masuk dalam model penelitian. Aksesibilitas mempunyai koefisien regresi untuk sebesar 0,19, artinya setiap kali aksesibilitas naik 1 unit, maka kepuasan pengunjung naik 0,19 unit, dengan mengasumsikan variabel independen lain bersifat konstan. Penanganan berupa peningkatan kapasitas jalan dan lebar jalan merupakan salah satu opsi yang dapat dipilih, sedangkan alternatif penyediaan transportasi umum berupa bus/angkutan wisata untuk menjangkau lokasi penelitian sangat direkomendasikan untuk meningkatkan konektivitas antar obyek wisata. Sesuai dengan rencana tata ruang akan segera disediakan ruang parkir seluas 4.143,02 m². Pada penelitian ini juga mengusulkan 4 rute perjalanan wisata di ODTW Sleman Timur, yaitu: *Most Polupar Objects, Trail of The Lost Kingdom of Mataram, Trail of The Shiva Plateau Temples, Repeaters*.

Kata kunci : aksesibilitas, konektivitas, parkir, angkutan wisata, *SEM-LISREL*

ABSTRACT

Tourism is one of the leading sectors of the economy in Sleman Regency which is in line with the Vision of DIY Development in 2025. The Tourism Destination Development Program is pursued to fulfill that vision, so it is necessary to have adequate facilities and infrastructure to facilitate tourists in the form of easy accessibility and connectivity of tourist transportation facilities in the Object and East Sleman Heritage Tours (ODTW) (Prambanan Temple, Boko Palace, Barong Temple, Candisari Temple, Kalasan Temple, Sambu Sari Temple, Banyunibo Temple, Breksi Cliff, and Ijo Temple). The purpose of this study is to describe the results of the analysis of factors of accessibility, connectivity, and parking facilities that affect the satisfaction of ODTW Heritage tourists in East Sleman, provide alternative solutions for ease of accessibility, transportation connectivity, provision of communal parking spaces, and provision of alternative tourist transportation service routes.

In this study, the method used to analyze the factors of information, accessibility, connectivity, and parking that can influence and increase satisfaction and the number of tourists is the Structural Equation Modeling (SEM) method - (Linear Structural Relationship (LISREL)). Respondents involved In this study, there were 400 tourists from East Sleman Heritage ODTW, using purposive sampling, in addition to the observation, observation of road conditions according to the existing conditions was also carried out.

The results showed that the assumptions required in the SEM-LISREL analysis were fulfilled, were 4 variables namely general information, accessibility, connectivity, and parking facilities all had a significant effect on satisfaction. In the LISREL analysis output, it was found that R^2 was 0.62, meaning that 62% of changes in visitor satisfaction could be explained by accessibility, general information, connectivity, and parking variables, while the remaining 38% was explained by other independent variables not included in the research model. Accessibility has a regression coefficient of 0.19, meaning that every time accessibility increases by 1 unit, visitor satisfaction increases by 0.19 units, assuming other independent variables are constant. Handling in the form of increasing road capacity and road width is one of the options that can be chosen, while the alternative of providing public transportation in the form of buses/tourist transport to reach the research location is highly recommended for improving connectivity between tourist objects. By the spatial plan, a parking space of 4,143.02 m² will be provided soon. In this study also proposes 4 tour routes in East Sleman ODTW, namely: Most Polupar Objects, Trail of the Lost Kingdom of Mataram, Trail of the Shiva Plateau Temples, Repeaters.

Keywords: *accessibility, connectivity, parking, tourist transport, SEM-LISREL*