

INTISARI

Penelitian ini bertujuan untuk mengetahui : (1) posisi atribut-atribut kualitas pelayanan agrowisata pada matriks *Importance Performance Analysis* (2) kepuasan pengunjung terhadap pelayanan agrowisata (3) keeratan hubungan antara kepuasan dengan karakteristik pengunjung (umur, pendidikan, dan jenis kelamin). Penelitian dilatarbelakangi meningkatnya antusias wistawan berkunjung ke agrowisata, sehingga muncul persaingan untuk meningkatkan kualitas pelayanannya. Data yang digunakan yaitu data primer dengan jumlah responden 50 orang. Pembobotan butir jawaban responden dalam bentuk skala Likert dengan pendekatan distribusi Z. Alat analisis yang digunakan adalah uji validitas untuk mengukur ketepatan suatu variabel menjelaskan konsep; uji reliabilitas untuk menguji keakuratan kuisioner; SERVQUAL untuk mengukur *gap* antara harapan dengan kinerja; *Importance Performance Analysis* untuk melihat posisi atribut dalam matrik; *Customer Satisfaction Index* untuk mengukur kepuasan pengunjung, dan uji korelasi untuk mengetahui keeratan hubungan antara kepuasan dengan karakteristik pengunjung (umur, pendidikan, jenis kelamin). Hasil penelitian menunjukkan bahwa, (1) atribut-atribut pada kuadran II yaitu atribut yang perlu dipertahankan kinerjanya dan dianggap memusakan adalah keamanan dan kenyamanan fasilitas parkir, pembaharuan berkelanjutan media informasi mengenai kegiatan agrowisata, kesiapan karyawan melayani pengunjung, pelayanan yang sigap dan minim terjadi kesalahan, karyawan yang cepat menanggapi keluhan pengunjung, ketepatan waktu pelayanan, perhatian karyawan kepada pengunjung, dan kesediaan karyawan mendengarkan kritik dan saran pengunjung (2) nilai CSI yaitu sebesar 68,43% artinya pengunjung puas dengan kinerja pelayanan agrowisata di Desa Wisata Pentingsari (3) keeratan hubungan antara kepuasan dengan karakteristik pengunjung (umur, pendidikan, dan jenis kelamin) adalah saling independen.

Kata kunci : kualitas pelayanan, agrowisata, kepuasan

ABSTRACT

This research aims to : (1) the position of the service quality attributes of agritourism on matrix Importance Performance Analysis (2) visitor satisfaction toward agritourism services (3) the correlation between satisfaction and the characteristics of the visitors (age, education and gender). The research have a reason that the increase of enthusiastic visitors to visits agritourism, so it's cause competition to improve their services quality. The data that used are primary data with the number of respondents 50 people. The answers of respondents were weighting by used Likert scale with Z distribution approach. The methods used in this research are validity test to measure the accuracy of a variable in explaining a concept; reliability tests to measure the accuracy of the questioner; SERVQUAL to measure the gap between expectation and performance; Importance Performance Analysis to determine the position of the attributes on matrix; Customer Satisfaction Index to measure visitor satisfaction and correlation tests to know the correlation between satisfaction and the characteristics of the visitors (age, education, gender). The results of this reaserch showed that, (1) attributes that are located on quadrant II are attributes that need to be defended their performances and already satisfied the customer are security and comfort parking facilities, sustainable information media about agritourism activities, readiness of employees to serves the requests of visitors, service that refined and minim error occurs, employees who quickly responds visitor's complaint, accuracy of the services, attention of the employees and willingness of employees to listen criticism and suggestions of the visitors (2) the satisfaction's level is 68,43% that means visitors satisfied with the performance of the services in Pentingsari Tourism Village (3) There are independent correlation between satisfaction and characteristics of the visitors (age, education and gender).

Key Words : quality of service, agro tourism, satisfaction