

ABSTRACT

Taman Edukasi nDayu Park is an educational and leisure tourism object with the most complete outbound attractions in Sragen Regency and the surrounding area. In the past year, similar tourism objects with similar theme as Taman Edukasi nDayu Park emerged. At the same time, the number of tourists in Taman Edukasi nDayu Park declined. Therefore, a study on the perception of tourists of Taman Edukasi nDayu Park was necessary. This study was performed to determine the characteristics and perception of tourists on the quality of outbound attractions, facilities and services in Taman Edukasi nDayu Park.

This study used descriptive method. The researcher performed observation directly in Taman Edukasi nDayu Park to get a description of the phenomenon or relation between phenomena accurately, systematically and factually, supported by documentation. Data collection was also performed using questionnaires, which were distributed to 156 respondents using purposive sampling, which is deliberated determining respondent type for certain purpose.

The research result showed that most tourists came from outside of Sragen Regency (85,3%), were female (71,8%) aged 18-47 years old (86,5%), had high school education (67,3%), worked as entrepreneurs (37,2%), visited for the first time (63,5%) and visited for educational purposes (51,9%). Based on the tourists' perception, the interesting outbound attractions were planting rice, planting yam, catching fish, making bread, swimming pool and milking cows, and the ones considered unique were planting rice, planting yam, catching fish, making bread, swimming pool and milking cows. The facilities which were adequate were restaurants, pendopo, mosque, parking lot, trash cans, and bread house. All service indicators were good, i.e. punctual opening time, safety during visit, cheap ticket retribution, friendly outbound guides, well-dressed outbound guides and quick responding outbound guides.

Keywords: Perception, Tourist, Quality, Taman Edukasi Dayu Park

INTISARI

Taman Edukasi nDayu Park merupakan obyek wisata edukasi dan rekreasi yang memiliki atraksi wahana *outbound* terlengkap di Kabupaten Sragen dan sekitarnya. Dalam satu tahun terakhir muncul beberapa obyek wisata dengan tema serupa dengan Taman Edukasi nDayu Park. Dalam waktu yang bersamaan pula, terjadi penurunan jumlah kunjungan wisatawan di Taman Edukasi nDayu Park. Oleh karena itu, penelitian terkait persepsi wisatawan Taman Edukasi nDayu park perlu dilakukan. Penelitian ini dilakukan untuk mengetahui karakteristik dan persepsi wisatawan terhadap kualitas atraksi wahana *outbound*, fasilitas dan pelayanan di Edukasi nDayu Park.

Penelitian ini menggunakan metode deskriptif. Peneliti melakukan observasi secara langsung di Taman Edukasi nDayu Park sehingga diperoleh penggambaran fenomena atau hubungan antar fenomena secara akurat, sistematis dan faktual yang didukung dengan dokumentasi. Pengumpulan data juga dilakukan dengan menggunakan kuesioner yang dibagikan kepada 156 responden menggunakan *purposive sampling*, yakni dengan sengaja menentukan jenis responden dengan tujuan tertentu.

Hasil penelitian menunjukkan bahwa wisatawan berasal dari luar Kabupaten Sragen (85,3%), wisatawan berjenis kelamin perempuan (71,8%) dengan usia 18-47 tahun (86,5%), wisatawan dengan tingkat pendidikan SMA (67,3%), wisatawan bekerja sebagai wiraswasta (37,2%), wisatawan berkunjung pertama kali (63,5%) dan wisatawan berkunjung untuk pendidikan (51,9%). Berdasarkan persepsi wisatawan, atraksi wahana *outbound* yang menarik adalah bertanam padi, bertanam ketela, tangkap ikan, membuat roti, kolam renang dan perah susu, dan yang dianggap unik adalah bertanam padi, bertanam ketela, tangkap ikan, membuat roti, dan perah susu. Adapun fasilitas yang sudah memadai adalah resto, pendopo, mushola, tempat parkir, tempat sampah, dan rumah roti. Selanjutnya, untuk semua indikator pelayanan dinyatakan sudah baik yakni pelayanan jam kunjung tepat waktu, merasa aman saat berkunjung, retribusi tiket tergolong murah, pemandu *outbound* bersikap ramah, pemandu *outbound* berpenampilan rapih dan pemandu *outbound* cepat tanggap.

Kata kunci: Persepsi, Wisatawan, Kualitas, Taman Edukasi nDayu Park