

INTISARI

Frekuensi kunjungan merupakan hal yang penting untuk diperhatikan, mengingat keberlanjutan suatu obyek wisata salah satunya tergantung dari kunjungan wisatawan (pengunjung). Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh persepsi pengunjung tentang atraksi wisata, kelengkapan amenities, kemudahan aksesibilitas, tingkat harga produk-jasa, dan kualitas layanan terhadap frekuensi kunjungan ke obyek wisata alam di Kabupaten Maluku Tenggara. Selain itu penelitian ini juga bertujuan untuk mengetahui motivasi berwisata pengunjung dan pengaruhnya terhadap frekuensi kunjungan ke obyek wisata *Nguur Bloat* dan *Evu*.

Penelitian ini merupakan penelitian survei. Data primer diperoleh langsung di lokasi penelitian menggunakan kuesioner dan lembar observasi. Data sekunder diperoleh melalui penelusuran terhadap bahan pustaka terkait. Pengambilan data dilaksanakan pada akhir November sampai awal Desember 2014 menggunakan metode *accidental sampling*. Responden sebanyak 138 orang di *Nguur Bloat* dan 97 orang di *Evu*. Analisis data menggunakan analisis regresi sederhana.

Dari analisis data diketahui bahwa motivasi berwisata pengunjung ke kedua obyek wisata didominasi oleh keinginan untuk berlibur/beristirahat/menikmati keindahan alam. Diketahui pula bahwa persepsi tentang daya tarik dan kualitas layanan, serta motivasi berwisata, tidak selalu berpengaruh positif terhadap frekuensi kunjungan ke suatu obyek wisata. Enam variabel yang diteliti memberikan pengaruh yang berbeda terhadap frekuensi kunjungan. Tingginya persepsi pengunjung di terhadap suatu obyek wisata tak lantas menyebabkan pengulangan kunjungan. Temuan ini mengindikasikan betapa rumitnya faktor yang mempengaruhi frekuensi kunjungan seseorang ke suatu obyek wisata.

Kata Kunci : daya tarik wisata, kualitas layanan, motivasi berwisata, frekuensi kunjungan

ABSTRACT

Visit frequency is an important thing to be noticed considering one of tourist attraction sustainability depends on tourist visit (visitor). This research aimed to find how the impact of visitors perception on a tourist attraction, amenity, accessibility, product and service price, and service quality towards visit frequency to natural tourist attraction in District South-East Maluku. In addition, it aimed to find the tourist motivation and the impact on visit frequency to both Nguur Bloat and Evu.

This research was a survey research. The primary data were obtained directly at the research location using questionnaire and observation sheet. The secondary data were obtained by reviewing related literature. Data gathering was conducted in the end of November to the beginning of December in 2014 using accidental sampling method. There were 138 respondents at Nguur Bloat and 97 respondents at Evu. The data analysis used simple regression analysis.

The data analysis showed that the tourist motivation to both tourist attractions was dominated by the desire to have vacation/rest or enjoying the nature's beauty. It was also shown that tourists perception about attraction, service quality, and tourist motivation didn't always have positive impact on the visit frequency to a tourist attraction. Six variables, which had been identified, showed different impact on the visit frequency. Although the tourist perception towards a tourist attraction was at high level, however, it didn't cause visit repetition. This result indicated that the factors, which influenced tourist visit frequency to a tourist attraction, were complicated.

Keywords : tourist attraction, service quality, tourist motivation, visit frequency