

PENGARUH KUALITAS PRODUK WISATA TERHADAP PERSEPSI DAN KEPUASAN WISATAWAN DI MUSEUM PURBAKALA PLERET BANTUL YOGYAKARTA

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Abstrak

Kualitas produk wisata merupakan salah satu faktor yang dapat mempengaruhi tingkat kunjungan wisatawan, persepsi wisatawan, dan kepuasan wisatawan setelah berkunjung ke suatu daerah tujuan wisata. Museum Purbakala Pleret menyimpan banyak peninggalan sejarah terutama sejarah Keraton Plered, tidak ada tiket masuk, bahkan sudah memperoleh jasa pemandu museum gratis tapi museum ini masih sepi pengunjung dibanding dengan Museum lainnya yang berada di Yogyakarta. Penelitian ini bertujuan untuk mengetahui persepsi wisatawan terhadap kualitas produk wisata dan kepuasan wisatawan terhadap kualitas produk wisata yang tersedia di Museum Purbakala Pleret Bantul. Metode penelitian yang digunakan adalah metode kuantitatif. Pengumpulan data primer dilakukan menggunakan kuesioner. Responden kuesioner adalah wisatawan domestik Museum Purbakala Pleret Bantul sebanyak 100 sampel. Hasil penelitian menunjukkan faktor yang paling berpengaruh terhadap kepuasan wisatawan di Museum Purbakala Pleret adalah kualitas pelayanan atau sumber daya manusia. Hasil persepsi wisatawan terhadap kualitas produk wisata di Museum Purbakala Pleret masuk dalam kategori sangat baik. Kualitas produk wisata berpengaruh secara signifikan terhadap hasil kepuasan wisatawan di Museum Purbakala Pleret Bantul sebesar 54,6%.

Kata Kunci: kualitas produk wisata, persepsi, kepuasan wisatawan, museum

*THE EFFECT OF TOURISM PRODUCT QUALITY ON TOURIST PERCEPTION
AND SATISFACTION AT THE PLERET ANCIENT MUSEUM BANTUL
YOGYAKARTA*

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Abstract

The quality of tourism products is one of the factors that can affect the level of tourist visits, tourist perceptions, and tourist satisfaction after visiting a tourist destination. The Pleret Archaeological Museum holds many historical relics, especially the history of the Pleret Palace, there is no entrance ticket, even though they have obtained free museum guide services, this museum is still quiet compared to other museums in Yogyakarta. This study aims to determine tourist perceptions of the quality of tourism products and tourist satisfaction with the quality of tourism products available at the Pleret Archaeological Museum, Bantul. The research method used is a quantitative method. Primary data collection was carried out using a questionnaire. The questionnaire respondents were 100 samples of domestic tourists to the Pleret Archaeological Museum, Bantul. The results of the study showed that the most influential factor in tourist satisfaction at the Pleret Archaeological Museum was the quality of service or human resources. The results of tourist perceptions of the quality of tourism products at the Pleret Archaeological Museum were in the very good category. The quality of tourism products significantly influenced the results of tourist satisfaction at the Pleret Archaeological Museum, Bantul, by 54.6%.

Keywords: quality of tourism products, perception, tourist satisfaction, museum