

PERSEPSI TAMU TERHADAP KERAMAHTAMAHAN
STAFF *GUEST HOUSE* NDALEM SURYO SAPTONO

Dheandra Dyah Dewaratri, Teti Indriati Kastuti, S.S., M.Pd., M.Par.

Abstrak

Penelitian ini menyoroti pentingnya *hospitality* dalam industri pariwisata dan bagaimana pelayanan berkualitas menentukan kepuasan tamu. *Hospitality* memiliki makna historis dan sosial yang signifikan, terutama di Yogyakarta, Indonesia. Ndalem Suryo Saptano, sebuah *guest house* dengan arsitektur Jawa yang populer di kalangan wisatawan Eropa, mengalami fluktuasi jumlah kunjungan tamu.

Penelitian ini bertujuan untuk memahami faktor-faktor yang memengaruhi kepuasan dan loyalitas tamu serta mengidentifikasi area perbaikan dalam pelayanan di Ndalem Suryo Saptano. Menggunakan model SERVQUAL, penelitian ini mengukur kualitas layanan berdasarkan perbandingan antara ekspektasi pelanggan dan persepsi mereka terhadap layanan yang diterima. Metode penelitian adalah deskriptif kualitatif, dengan fokus pada persepsi tamu terhadap keramahtamahan staf.

Hasil penelitian menunjukkan bahwa tamu memiliki persepsi positif terhadap keramahtamahan staf, dipengaruhi oleh budaya lokal, pelayanan personal, fasilitas yang memadai, dan interaksi sosial yang baik. Keramahtamahan di *guest house* ini mencerminkan budaya unggah-ungguh dan guyub khas Jogjakarta melalui sambutan ramah, layanan personal, sentuhan budaya Jawa, filosofi Hamemayu Hayuning Bawana, dan hubungan baik dengan masyarakat sekitar.

Kata Kunci: Budaya Lokal, Fasilitas, *Guest House*, *Hospitality*, SERVQUAL.

GUEST PERCEPTIONS OF THE STAFF'S HOSPITALITY IN NDALEM SURYO SAPTONO GUEST HOUSE

ABSTRACT

This study highlights the significance of hospitality within the tourism industry and how the quality of service influences guest satisfaction. Hospitality carries considerable historical and social importance, particularly in Yogyakarta, Indonesia. Ndalem Suryo Saptano, a guesthouse featuring traditional Javanese architecture, is popular among European tourists but experiences fluctuations in guest visits.

The objective of this study is to ascertain the factors that influence guest satisfaction and loyalty while identifying areas for improvement in service at Ndalem Suryo Saptano. The SERVQUAL model was utilized to assess service quality, with a comparison being made between customer expectations and their perceptions of the service received. The study employs a descriptive qualitative method, focusing on guest perceptions of staff hospitality.

The results indicate that guests hold positive perceptions of staff hospitality, which local culture, personalized service, adequate facilities, and effective social interaction influence. The hospitality at this guest house embodies the typical Jogjakarta culture of manners and togetherness, characterized by friendly greetings, personal service, Javanese cultural elements, the Hamemayu Hayuning Bawana philosophy, and strong relationships with the surrounding community.

Keywords: Local Culture, Facilities, Guest House, Hospitality, SERVQUAL