

ANALISIS PERSEPSI WISATAWAN TERHADAP KUALITAS LAYANAN KEBUN BINATANG GEMBIRA LOKA YOGYAKARTA BERDASARKAN DIMENSI SERVQUAL

Zelika Anisa Aurelia, Dewi Nopita, S.Par., M.Par.

Abstrak

Penelitian ini bertujuan untuk menganalisis persepsi wisatawan terhadap kualitas layanan di Kebun Binatang Gembira Loka Yogyakarta menggunakan pendekatan lima dimensi SERVQUAL, yaitu tangibles (bukti fisik), reliability (keandalan), responsiveness (daya tanggap), assurance (jaminan), dan empathy (empati). Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Informan dipilih dengan teknik purposive dan snowball sampling, mencakup empat wisatawan dengan latar belakang yang berbeda. Hasil penelitian menunjukkan bahwa persepsi wisatawan secara umum positif, terutama pada dimensi reliability dan assurance, yang mencerminkan layanan yang konsisten serta rasa aman selama kunjungan. Dimensi tangibles dinilai cukup baik, meskipun terdapat kritik terhadap kebersihan dan fasilitas fisik tertentu. Responsiveness menjadi dimensi yang paling bervariasi, dengan satu informan menyatakan bahwa petugas kurang tanggap. Dimensi empathy dinilai baik, meskipun pelatihan petugas untuk meningkatkan sikap empatik masih diperlukan. Penelitian ini menyarankan perbaikan pada aspek kebersihan, peningkatan jumlah petugas, penyediaan fasilitas istirahat yang memadai, dan pelatihan sikap pelayanan. Temuan ini diharapkan dapat menjadi masukan bagi pengelola dalam meningkatkan kualitas layanan dan pengalaman pengunjung secara keseluruhan.

Kata Kunci: Persepsi Wisatawan, Kualitas Layanan, SERVQUAL, Kebun Binatang, Gembira Loka, Pariwisata

ANALYSIS OF TOURISTS' PERCEPTIONS OF THE QUALITY OF SERVICE AT GEMBIRA LOKA ZOO YOGYAKARTA BASED ON SERVQUAL DIMENSIONS

Zelika Anisa Aurelia, Dewi Nopita, S.Par., M.Par.

ABSTRACT

This study aims to analyze tourists' perceptions of service quality at Gembira Loka Zoo in Yogyakarta using the SERVQUAL five-dimensional approach, which includes tangibles, reliability, responsiveness, assurance, and empathy. This qualitative research employed various data collection techniques, including observation, in-depth interviews, and documentation. Informants were selected through purposive and snowball sampling methods, involving four tourists from diverse backgrounds. The results indicate that tourists' perceptions are generally positive, particularly in the dimensions of reliability and assurance, which reflect consistent service and a sense of safety during their visits. The tangibles dimension received favorable ratings from most informants; however, some criticisms were noted regarding cleanliness and certain physical facilities. Responsiveness exhibited the greatest variation in assessments, with one informant reporting that staff were unresponsive. The empathy dimension received a relatively positive rating; however, additional training is necessary to improve staff attitudes. This study recommends enhancements in cleanliness, an increase in staff numbers, the provision of adequate rest facilities, and the implementation of service attitude training. These findings aim to inform management strategies that enhance service quality and improve the overall visitor experience.

Keywords: Tourist Perception, Service Quality, SERVQUAL, Zoo, Gembira Loka, Tourism

