### ANALISIS KUALITAS PELAYANAN DESA WISATA PLOSOKUNING YOGYAKARTA

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**Abstrak**

Penelitian ini bertunjuan untuk mengetahui Analisis Kualitas Pelayanan Desa Wisata Plosokuning Yogyakarta. Penelitian studi kasus ini dilakukan di Desa Wisata Plosokuning. Data dikumpulkan dengan cara observasi dan kuesioner kepada pengunjung yang sudah menggunakan jasa di Desa Wisata Plosokuning, sampel dalam penelitian ini sebanyak 35 responden. Pemrosesan data dilakukan menggunakan SPSS 23. Pengujian statistik yang digunakan pada penelitian ini adalah uji validitas, dan uji reliabilitas. Sedangkan dalam mengetahui permasalahan di Desa Wisata Plosokuning data yang digunakan untuk mengukur analisis kualitas pelayanan menggunakan indikator kualitas pelayanan yaitu bukti fisik (*tangibles*), kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*emphaty*). Hasil analisis kualitas pelayanan di Desa Wisata Plosokuning yang diukur menggunakan indikator bukti fisik (*tangibles*) sebesar 3,58, indikator kehandalan (*reliability*) sebesar 3,56, indikator daya tanggap (*responsiveness*) sebesar 3,67, indikator jaminan (*assurance*) 3,64, dan indikator empati (*emphaty*) sebesar 3,66. Secara keseluruhan penelitian kualitas pelayanan di Desa Wisata Plosokuning memperoleh nilai rata-rata sebesar 3,62, menunjukan bahwa kualitas pelayanan yang diberikan di Desa Wisata Plosokuning sudah sangat setuju tetapi masih ada kekurangan yang harus di perhatikan dalam indikator bukti fisik (*tangibles*) seperti dalam cara pemesanan yang diterapkan kurang dikelola dengan baik, sehingga membuat sebagian pengunjung tidak setuju akan cara pemesanan yang diberlakukan di Desa Wisata Plosokuning.

**Kata Kunci**: *Kualitas Pelayanan*



### *SERVICE QUALITY ANALYSIS* *IN PLOSOKUNING TOURISM VILLAGE YOGYAKARTA*

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***Abstract***

*This study aims to determine the Analysis of the Service Quality of the Plosokuning Tourism Village Yogyakarta. This case study research was conducted in the Plosokuning Tourism Village. Data were collected by means of observation and questionnaires to visitors who have used the services of the Plosokuning Tourism Village, the sample in this study was 35 respondents. Data processing was carried out using SPSS 23. Statistical tests used in this study were validity and reliability tests. Meanwhile, in knowing the problems in the Plosokuning Tourism Village, the data used to measure service quality analysis uses service quality indicators, namely physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). The results of the analysis of service quality in the Plosokuning Tourism Village measured using tangibles indicators of 3.58, reliability indicators of 3.56, responsiveness indicators of 3.67, assurance indicators 3.64, and the empathy indicator is 3.66. Overall research on the quality of service in the Plosokuning Tourism Village obtained an average value of 3.62, indicating that the quality of services provided in the Plosokuning Tourism Village strongly agrees but there are still shortcomings that must be considered in the indicators of physical evidence (tangibles) as in the way bookings that are applied are not managed properly, thus making some visitors less satisfied with the way of ordering that is applied in the Plosokuning Tourism Village.*

***Keywords*** *: Service Quality*