

ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN PENGUNJUNG

Studi kasus Pengunjung The Sila's Agrotourism

Br. Batusesa, Desa Candikuning, Kecamatan Baturiti, Kabupaten Tabanan,
Provinsi Bali

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan pengunjung. Populasi pada dalam penelitian ini adalah pengunjung The Sila's Agrotourism. Sampel yang digunakan sebanyak 100 responden. Pengambilan sampel dilakukan dengan menggunakan teknik *purposive sampling*. Analisis data menggunakan teknik analisis tegresi linier berganda, uji F, dan uji t. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan fasilitas secara bersama-sama berpengaruh terhadap kepuasan pengunjung. Kualitas pelayanan dan fasilitas secara sendiri-sendiri berpengaruh terhadap kepuasan pengunjung.

Kata Kunci : Kualitas Pelayanan, Fasilitas, dan Kepuasan Pengunjung.

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON
CONSUMER SATISFACTION**

The Study Case Of Consumer At The Sila's Agrotourism

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The purpose of the research is to identify the influence of service quality and facilities on consumer satisfaction. The population in this research is consumers of The Sila's Agrotourism. The researcher took 100 sample respondents. The sampling technique used was purposive sampling. The research utilized multiple linear regression, F-test, and t-test for data analysis. The result of this research indicates that service quality and facilities simultaneously influence the consumer satisfaction at The Sila's Agrotourism. Service quality and facilities partially influence the consumer satisfaction at The Sila's Agrotourism.

Key Word : Service Quality, Facilities, and Customer Satisfaction.