

ABSTRAK

**ANALISIS HUBUNGAN *TANGIBLES*, *RELIABILITY*, *RESPONSIVENESS*,
ASSURANCE DAN *EMPHATY* DENGAN KEPUASAN KUNJUNGAN
WISATAWAN MANCANEGERA**

Studi Kasus pada Objek Wisata Taman Wisata Candi Borobudur, Magelang

**Putri Indah Ciptadi
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2014**

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan yang signifikan antara *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty* dengan kepuasan kunjungan wisatawan mancanegara.

Penelitian ini merupakan penelitian deskriptif kualitatif-kuantitatif. Jenis penelitian adalah korelasional dan merupakan studi kasus di Objek Wisata Taman Wisata Candi Borobudur, Magelang. Populasi penelitian ini adalah seluruh wisatawan mancanegara di Borobudur. Sampel penelitian adalah wisatawan mancanegara yang berjumlah 45 responden. Teknik pengambilan sampel yaitu sampling insidental. Data dikumpulkan menggunakan kuesioner dan wawancara yang telah diuji validitas dan reliabilitasnya. Selanjutnya uji prasyarat yaitu uji normalitas. Data analisis dengan menggunakan Uji Spearman Rank Correlation.

Hasil penelitian menunjukkan bahwa : (1) ada hubungan yang signifikan antara *tangibles* dengan kepuasan kunjungan ($\text{sig} = 0,00 < 0,05$), koefisien korelasi 0,658 yang berarti kedua variable menunjukkan hubungan kuat, arah korelasi r positif berarti semakin tinggi *tangibles*, maka semakin tinggi pula frekuensi kepuasan kunjungan; (2) ada hubungan yang signifikan antara *reliability* dengan kepuasan kunjungan ($\text{sig} = 0,00 < 0,05$), koefisien korelasi 0,614 yang berarti kedua variable menunjukkan hubungan kuat, arah korelasi r positif berarti semakin tinggi *reliability*, maka semakin tinggi pula frekuensi kepuasan kunjungan; (3) ada hubungan yang signifikan antara *responsiveness* dengan kepuasan kunjungan ($\text{sig} = 0,02 < 0,05$), koefisien korelasi 0,446 yang berarti kedua variable menunjukkan hubungan cukup kuat, arah korelasi r positif berarti semakin tinggi *responsiveness*, maka semakin tinggi pula frekuensi kepuasan kunjungan; (4) ada hubungan yang signifikan antara *assurance* dengan kepuasan kunjungan ($\text{sig} = 0,00 < 0,05$), koefisien korelasi 0,610 yang berarti kedua variable menunjukkan hubungan kuat, arah korelasi r positif berarti semakin tinggi *assurance*, maka semakin tinggi pula frekuensi kepuasan kunjungan; (5) ada hubungan yang signifikan antara *emphaty* dengan kepuasan kunjungan ($\text{sig} = 0,00 < 0,05$), koefisien korelasi 0,598 yang berarti kedua variable menunjukkan hubungan cukup kuat, arah korelasi r positif berarti semakin tinggi *emphaty*, maka semakin tinggi pula frekuensi kepuasan kunjungan.

ABSTRACT

**THE ANALYSIS ON THE RELATIONSHIP BETWEEN TANGIBLES,
RELIABILITY, RESPONSIVENESS, ASSURANCE AND EMPHATY
TOWARDFOREIGN TOURISTS' VISIT SATISFACTION**

A Case Study in Borobudur Temple Tourism Park, Magelang

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2014**

This study aimed to determine whether there was a significant relationship between tangibles, reliability, responsiveness, assurance, and empathy toward foreign tourists' visit satisfaction.

This was a descriptive qualitative-quantitative research. This type of research was a correlational research and a case study in Borobudur Temple Tourism Park, Magelang. The population of this study were all foreign tourists visiting Borobudur. The sample of this study were the foreign tourists totaling 45 respondents. The sampling technique used was incidental sampling. The data were collected by using questionnaires and interviews that had been tested for their validity and reliability. The next was the prerequisite test, which was normality test. The data was analyzed by using Spearman Rank Correlation Test.

The results showed that: (1) there was a significant relationship between tangibles toward foreign tourists' visit satisfaction ($\text{sig} = 0.00 < 0.05$), correlation coefficient of 0.658 meaning the two variables showed a strong relationship, the positive direction of correlation r meant higher tangibles, and also the higher the frequency of the visit satisfaction; (2) there was a significant relationship between reliability toward the visit satisfaction ($\text{sig} = 0.00 < 0.05$), correlation coefficient of 0.614 meaning the two variables showed a strong relationship, the positive direction of correlation r meant higher reliability, and also the higher the frequency of the visit satisfaction; (3) there was a significant relationship between responsiveness toward the visit satisfaction ($\text{sig} = 0.02 < 0.05$), the correlation coefficient of 0.446 meaning the two variables showed a quite strong relationship, the positive direction of correlation r meant higher responsiveness, and also the higher the frequency of the visit satisfaction; (4) there was a significant relationship between assurance toward the visit satisfaction ($\text{sig} = 0.00 < 0.05$), correlation coefficient of 0.610 meaning the two variables showed a strong relationship, the positive direction of correlation r meant higher assurance, and also the higher the frequency of the visit satisfaction; and (5) there was a significant relationship between empathy toward the visit satisfaction ($\text{sig} = 0.00 < 0.05$), correlation coefficient of 0.598 meaning the two variables showed a quite strong relationship, the positive direction of correlation r meant higher empathy, and also the higher the frequency of the visit satisfaction .