

**ABSTRAK**  
**ANALISIS PERBEDAAN TINGKAT KEPUASAN**  
**WISATAWAN DOMESTIK DAN MANCANEGERA**  
**TERHADAP ATRIBUT JASA HOTEL**  
**Studi Kasus : Hotel Sahid Surabaya**

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Penelitian ini bertujuan untuk mengetahui 1) perbedaan tingkat kepuasan wisatawan domestik terhadap berbagai atribut jasa hotel. 2) perbedaan tingkat kepuasan wisatawan mancanegara terhadap berbagai atribut jasa hotel. 3) perbedaan tingkat kepuasan wisatawan domestik dan mancanegara terhadap masing-masing atribut jasa hotel. Atribut jasa hotel yang diteliti adalah lokasi, harga, fasilitas dan pelayanan. Jenis penelitian ini adalah studi kasus dengan jumlah sampel yaitu 90 orang yang terbagi atas dua kelompok sampel yaitu, 50 orang wisatawan domestik dan 40 orang wisatawan mancanegara.

Penulis menggunakan beberapa teknik dan pengumpulan data yaitu : 1). Kuesioner, 2). Wawancara dan 3). Dokumentasi. Teknik Analisis data menggunakan teknik analisis varians (ANOVA) dan t test.

Hasil analisis varians (ANOVA) menyimpulkan 1) bahwa tidak ada perbedaan tingkat kepuasan wisatawan domestik terhadap berbagai atribut jasa hotel yang meliputi lokasi, harga, fasilitas dan pelayanan. 2). Bahwa ada perbedaan tingkat kepuasan wisatawan mancanegara terhadap berbagai atribut jasa hotel yaitu bahwa tingkat kepuasan terhadap atribut lokasi > fasilitas = harga > pelayanan. 3). Bahwa tidak ada perbedaan tingkat kepuasan wisatawan domestik dan mancanegara terhadap masing-masing atribut jasa hotel.

**ABSTRACT**

**ANALYSIS OF THE DIFFERENCE BETWEEN LEVELS OF  
SATISFACTION.  
OF DOMESTIC TOURISTS AND FOREIGN TOURISTS  
TOWARDS THE HOTEL SERVICE ATTRIBUTES**

**Case Study: Hotel Sahid Surabaya**

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This research aims to know 1) The difference between levels of satisfaction of domestic tourists towards various hotel service attributes 2) the difference between levels of satisfaction of foreign tourists towards various hotel service attributes 3) the difference between levels of satisfaction of domestic tourists and foreign tourists towards each of hotel service attributes. Attributes of hotel service analysed were location, price, facility, the and service. This research is a case study with the sample of population of 90 people divided into two groups, 50 domestic tourists and 40 foreign tourists.

Some techniques in collecting data used were 1). questionnaire, 2). interviews and 3). documentation. The data technique analysis uses *Variant's Technique Analysis (ANOVA)* and *T-test*.

The results of the analysis varians ( ANOVA) conclude that 1) there is no difference between levels of satisfaction of domestic tourists to various hotel service attributes including location, price, service and facility 2) there is difference levels satisfaction of foreign tourists to various hotel service attributes; satisfaction levels towards location attribute > facility = price > service 3) there is no difference levels of satisfaction of domestic tourists and foreign tourists to each hotel service attributes