

ABSTRAK

**ANALISIS PERBEDAAN TINGKAT KEPUASAN WISATAWAN  
DOMESTIK TERHADAP ATRIBUT OBJEK WISATA  
Studi Kasus: Taman Wisata Satwa Taru Jurug Surakarta tahun 2003**

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Tujuan penelitian ini adalah untuk mengetahui: (1) perbedaan tingkat kepuasan wisatawan domestik yang mengunjungi Taman Wisata Satwa Taru Jurug Surakarta tahun 2003 terhadap atribut tiket masuk, atraksi satwa, atraksi budaya, fasilitas dan penjual souvenir yang tersedia; (2) perbedaan tingkat kepuasan wisatawan domestik yang mengunjungi Taman Wisata Satwa Taru Jurug Surakarta tahun 2003 dilihat dari karakteristik pengunjung.

Jumlah responden 100 orang yang diambil dengan teknik pengambilan sampel secara aksidental. Teknik pengumpulan data yang digunakan adalah: (1) kuesioner (2) *interview* (3) observasi (4) dokumentasi.

Teknik analisis data yang digunakan adalah: (1) analisis indeks kepuasan pelanggan (2) analisis varians dan uji t untuk mencari perbedaan tingkat kepuasan.

Dengan analisis indeks kepuasan pelanggan diketahui bahwa konsumen merasa tidak puas terhadap atribut tiket masuk, atraksi satwa, atraksi budaya, fasilitas dan penjual souvenir. Dengan analisis varians diketahui tingkat ketidakpuasan wisatawan domestik terhadap atribut atraksi satwa ternyata paling tinggi dibanding dengan atribut penjual souvenir, fasilitas, tiket masuk dan atraksi budaya. Dengan uji t diketahui tidak terdapat perbedaan mean tingkat ketidakpuasan berdasarkan daerah asal responden, semua responden merasa sama-sama tidak puas terhadap atribut tiket masuk, atraksi satwa, atraksi budaya, fasilitas dan penjual souvenir. Dengan analisis varians diketahui: tidak terdapat perbedaan mean tingkat ketidakpuasan berdasarkan usia dan tingkat pendidikan responden. Terdapat perbedaan mean tingkat kepuasan terhadap atribut fasilitas berdasarkan tingkat penghasilan responden, yaitu responden dengan tingkat penghasilan perbulan Rp 499.000 atau kurang mempunyai tingkat ketidakpuasan lebih rendah dibanding dengan responden yang tingkat penghasilan perbulannya Rp 1.000.000 – Rp 1.499.000.

ABSTRACT

**A Difference Analysis of Domestic Tourist's Satisfaction Level toward  
Tourism Object Attributes  
A Case Study at "Taman Wisata Satwa Taru Jurug Surakarta" in 2003**

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The purposes of this research were to know: (1) the difference of domestic tourist's satisfaction level who visited "Taman Wisata Satwa Taru Jurug Surakarta" in 2003 toward following tourism object attributes: ticketing, animal attraction, cultural attraction, facilities and souvenir vendors;(2) the difference of domestic tourist's satisfaction level toward tourism object attributes who visited "Taman Wisata Satwa Taru Jurug Surakarta" in 2003 based on their characteristics.

A number of respondents were 100 people with the technique of sampling taken were incidental sampling. The techniques used to collect the data were: (1) questionnaire (2) interviews (3) observation, and (4) documentation.

The data analysis techniques used in this research were: (1) Index of Consumer's Satisfaction (IKP) (2) Varian Analysis and t-test to find out the difference level of domestic tourist's satisfaction.

Based on the Index of Consumer's Satisfaction (IKP), it was found that the domestic tourist was unsatisfy by the tourism object attributes namely: ticketing, animal attraction, cultural attraction, facilities and souvenir vendors. Based on Varian Analysis, it was found that the most dissatisfaction attribute was animal attraction attribute rather than the others. Based on t-test, it was found there was no dissatisfaction level difference among domestic tourist based on the visitor's hometown, almost respondents were unsatisfy toward all attributes. With Varian Analysis, it was found that there was no dissatisfaction level difference among domestic tourist based on the visitor's age and educational degree. There was found that the mean difference level of domestic tourist dissatisfaction toward facilities attribute based on monthly income, particularly respondents with the income Rp 499.000/month or less had more low dissatisfaction level rather than those who had Rp 1.000.000 – Rp 1.499.000/month.