

ABSTRAK**ANALISIS EKSPEKTASI DAN PERSEPSI
SERVICE QUALITY DI MALIOBORO TERHADAP *CUSTOMER
SATISFACTION OUTCOMES***

Studi Kasus pada Wisatawan Domestik dan Mancanegara

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Penelitian ini bertujuan untuk mengetahui perbedaan ekspektasi dan persepsi antara wisatawan domestik dan mancanegara mengenai *service quality* di Malioboro. Selain itu, penelitian ini juga bertujuan untuk mengetahui pengaruh ekspektasi *service quality* terhadap persepsi *service quality* wisatawan domestik dan mancanegara di Malioboro serta mengetahui pengaruh persepsi *service quality* wisatawan domestik dan mancanegara di Malioboro terhadap *customer satisfaction outcomes*. Penelitian ini menggunakan teknik pengambilan sampel secara *non-probability sampling*. Data penelitian ini menyebarkan kuesioner kepada 100 responden yang terbagi ke dalam 2 golongan yaitu 50 kuesioner untuk wisatawan domestik dan 50 kuesioner untuk wisatawan mancanegara. Teknik analisis data dalam penelitian ini adalah menggunakan uji t dua sampel independen dan uji t dengan menggunakan aplikasi IBM SPSS Statistics 22. Hasil penelitian menunjukkan bahwa tidak terdapat perbedaan ekspektasi dan persepsi antara wisatawan domestik dan mancanegara mengenai *service quality* di Malioboro. Selain itu juga ditemukan bahwa ekspektasi *service quality* tidak berpengaruh terhadap persepsi *service quality* baik itu wisatawan domestik maupun mancanegara namun terdapat pengaruh persepsi *service quality* terhadap *customer satisfaction outcomes* baik itu wisatawan domestik maupun mancanegara.

Kata Kunci : Ekspektasi, Persepsi, *Service Quality*, *Customer Satisfaction Outcomes*, Wisatawan Domestik, Wisatawan Mancanegara

ABSTRACT

**THE ANALYSIS OF EXPECTATION AND PERCEPTION OF
MALIOBORO'S SERVICE QUALITY TOWARD CUSTOMER
SATISFACTION OUTCOMES**

A Case Study to Domestic and Foreign Tourists

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The purposes of this research are (1) to know the difference between expectation and perception of domestic and foreign tourists about service quality in Malioboro; (2) to know the influence of expectation of service quality towards perception of service quality between domestic and foreign tourists in Malioboro (3) to know the influence of perception of service quality towards customer satisfaction outcomes in Malioboro. This research used non-probability sampling. Research data was obtained by distributing the research questionnaires to 100 respondents and divided into two groups : 50 questionnaires for domestic tourists and 50 questionnaires for foreign tourists. The data analysis technique of this research used two independent T-test and T test using the IBM SPSS Statistics 22 application. The results showed (1) that there was no difference of expectation and perception between domestic and foreign tourist about service quality in Malioboro; (2) there was no influence of expectation service quality towards perception service quality both for domestic and foreign tourists, but (3) there was influence of perception service quality towards to customer satisfaction outcomes both for domestic and foreign tourists.

Keywords : Expectation, Perception, Service Quality, Customer Satisfaction Outcomes, Domestic Tourists, Foreign Tourists.