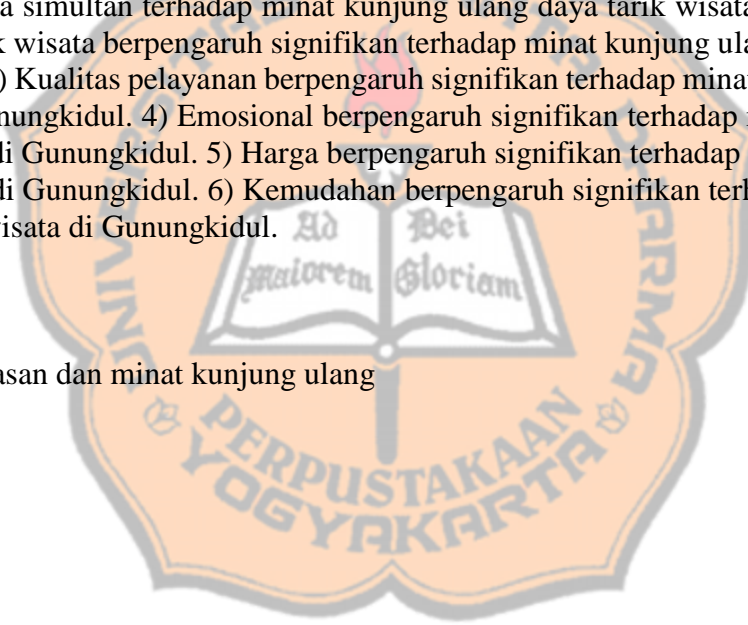


PENGARUH KEPUASAN TERHADAP MINAT KUNJUNG ULANG DAYA TARIK WISATA DI GUNUNGKIDUL

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah: 1) Untuk mengetahui pengaruh kualitas daya tarik wisata, kualitas pelayanan, emosional, harga, dan kemudahan secara simultan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 2) Untuk mengetahui pengaruh kualitas daya tarik wisata, kualitas pelayanan, emosional, harga, dan kemudahan secara parsial terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. Populasi dalam penelitian ini adalah wisatawan yang sedang atau pernah berkunjung wisata di Gunungkidul, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis deskriptif. Regresi linear berganda, uji asumsi klasik, pengujian hipotesis. Hasil penelitian menunjukkan bahwa: 1) Kualitas daya tarik wisata, kualitas pelayanan, emosional, harga dan Kemudahan berpengaruh secara simultan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 2) Kualitas daya tarik wisata berpengaruh signifikan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 3) Kualitas pelayanan berpengaruh signifikan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 4) Emosional berpengaruh signifikan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 5) Harga berpengaruh signifikan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul. 6) Kemudahan berpengaruh signifikan terhadap minat kunjung ulang daya tarik wisata di Gunungkidul.

Kata kunci : kepuasan dan minat kunjung ulang



THE INFLUENCE OF COSTUMER SATISFACTION TOWARDS THE REVISIT INTEREST AT GUNUNGKIDUL AS A TOURIST ATTRACTION

ABSTRACT

This research was conducted to find out whether: 1) To determine the effect of the quality of tourist attraction, service quality, emotionality, price, and convenience simultaneously on the interest in revisiting tourist attractions in Gunungkidul. 2) To determine the effect of the quality of tourist attractions, service quality, emotionality, price, and convenience partially on the interest in revisiting tourist attractions in Gunungkidul. The population in this study were tourists who were or had visited Gunungkidul tourism, with a sample of 100 respondents. Sampling using nonprobability sampling technique. The data collection technique used a questionnaire. Data analysis using descriptive analysis. Multiple linear regression, classical assumption test, hypothesis testing. The results showed that: 1) The quality of the tourist attraction, the quality of service, the emotional, the price and the convenience simultaneously affect the interest in revisiting tourist attractions in Gunungkidul. 2) The quality of the tourist attraction has a significant effect on the interest in revisiting tourist attractions in Gunungkidul. 3) Service quality has a significant effect on the interest in revisiting tourist attractions in Gunungkidul. 4) Emotional significant influence on the interest in revisiting tourist attractions in Gunungkidul. 5) Price has a significant effect on the interest in revisiting tourist attractions in Gunungkidul. 6) Convenience has a significant effect on the interest in revisiting tourist attractions in Gunungkidul.

Keywords : satisfaction and interest to revisit

