

ABSTRAK

**KEPUASAN KONSUMEN TERHADAP USAHA  
PEMANCINGAN MORO KANGEN YOGYAKARTA**

Studi Kasus pada Usaha Pemancingan Moro Kangen  
Jalan Lembah Selokan Mataram Pugeran  
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui kepuasan konsumen terhadap usaha pemancingan moro kangen yogyakarta. Pengumpulan data dilakukan dengan membagikan kuesioner kepada konsumen pemancingan moro kangen, dengan jumlah 100 Kuesioner sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah *convenience* sehingga peneliti bebas memilih siapa saja responden yang telah menggunakan jasa pemancingan moro kangen. Teknik analisis data yang digunakan adalah analisis kualitatif dan analisis kuantitatif dengan menggunakan perangkat lunak (*software*) SPSS (*Statistical Product and Service Solusion*) 13.0 for Window (*Evaluation Verson*) dan *Microsoft Office Exel* 2007. Dari hasil penelitian diketahui bahwa Konsumen Pemancingan moro Kangen merasa puas dengan Indeks Kepuasan Konsumen sebesar 1,93 berada pada skala  $\geq 0 - < 2$  dimana skala tersebut termasuk kategori puas (kinerja  $\geq$  harapan).

**ABSTRACT**

**THE CUSTOMERS' SATISFACTION TO MORO KANGEN FISHING  
AREA YOGYAKARTA**

A Case Study at Moro Kangen Fishing Area  
Jalan Lembah Selokan Mataram Pugeran  
Yogyakarta

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This research was aimed to find out the customers' satisfaction to Moro Kangen fishing area in Yogyakarta. The data were collected by distributing questionnaires to the customers of Moro Kangen fishing area, with 100 questionnaires as the research sample. The sample was taken using convenience sampling technique so that the researcher could freely choose anyone who had been to Moro Kangen fishing area to be the respondents. The data were qualitatively and quantitatively analyzed using software SPSS (Statistical Product and Service Solution) 13.0 for window (Evaluation Version) and Microsoft Office Excel 2007. Based on the results of the research it was found out that the Customers of Moro Kangen Fishing Area were satisfied with the Customers Satisfaction Index as big as 1.93 in the scale of  $\geq 0$ - $< 2$  in which the scale was in the category of satisfied (working performance  $\geq$  expectation).