

ABSTRAK

**ANALISIS PENGARUH PENGEMBANGAN DAN DAYA TARIK DESA WISATA
TERHADAP KEPUASAN BERKUNJUNG WISATAWAN**

(Studi Kasus: Desa Wisata Pentingsari, Umbulharjo, Kecamatan Cangkringan, Kabupaten Sleman Daerah Istimewa Yogyakarta)

Maria Griselda Delwela Papur

222314045

Universitas Sanata Dharma

Yogyakarta

2025

Penelitian ini bertujuan untuk menganalisis pengaruh pengembangan desa wisata dan daya tarik desa wisata terhadap kepuasan berkunjung wisatawan di Desa Wisata Pentingsari, Kecamatan Cangkringan, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori yang menjelaskan hubungan kasual antar variabel penelitian. Populasi dalam penelitian ini adalah wisatawan yang mengunjungi Desa wisata Pentingsari. Pengambilan sampel sebanyak 50 wisatawan menggunakan teknik *Purposive Sampling* dengan kriteria wisatawan yang berusia 16 tahun keatas. Metode Pengumpulan data menggunakan Kuesioner melalui WhatsApp maupun secara langsung yang di isi melalui Google Form. Data Primer yang diperoleh, dianalisis melalui berbagai metode seperti analisis Deskriptif, Uji Asumsi Klasik dan regresi Linear berganda. Hasil penelitian menunjukkan bahwa variabel pengembangan desa wisata (X1) dengan dimensi aksesibilitas, pelayanan dan fasilitas berpengaruh positif dan signifikan terhadap kepuasan berkunjung wisatawan. Variabel daya tarik dengan dimensi aktivitas dan atraksi juga berpengaruh positif dan signifikan terhadap kepuasan berkunjung wisatawan. Hasil penelitian ini diharapkan mampu memberikan kontribusi dan menjadi sumber edukasi bagi pihak-pihak yang berkepentingan. Integritas dari semua aspek seperti aksesibilitas, pelayanan, fasilitas, aktivitas dan atraksi perlu ditingkatkan untuk menciptakan kepuasan berkunjung wisatawan.

Kata Kunci : Pengembangan, Aksesibilitas, Pelayanan, Fasilitas, Daya Tarik Atraksi, Aktivitas, Desa Wisata

ABSTRACT

***ANALYSIS OF THE EFFECT OF VILLAGE DEVELOPMENT AND
ATTRACTIVENESS ON TOURIST SATISFACTION***

*(Case Study: Pentingsari Tourism Village, Umbulharjo, Cangkringan District, Sleman
Regency, Special Region of Yogyakarta)*

Maria Griselda Delwela Papur

222314045

Sanata Dharma University

Yogyakarta

2025

This study aims to analyze the influence of tourism village development and tourism village power on tourist satisfaction in Pentingsari Tourism Village, Cangkringan District, Sleman Regency, Yogyakarta Special Region. This study uses a quantitative approach with an explanatory research type that explains the causal relationship between research variables. The population in this study were tourists visiting Pentingsari Tourism Village. A sample of 50 tourists was taken using the Purposive Sampling technique with the criteria of tourists aged 16 years and above. The data collection method used a questionnaire via WhatsApp or directly filled in via Google Form. The primary data obtained were analyzed through various methods such as Descriptive analysis, Classical Assumption Tests and multiple Linear regression. The results of the study indicate that the tourism village development variable (X1) with the dimensions of accessibility, services and facilities has a positive and significant effect on tourist satisfaction. The attractiveness variable with the dimensions of activities and attractions also has a positive and significant effect on tourist satisfaction. The results of this study are expected to be able to contribute and become a source of education for interested parties. The integrity of all aspects, such as accessibility, services, facilities, activities, and attractions, needs to be improved to create a satisfying tourist experience.

Keywords: Development, Accessibility, Services, Facilities, Attractions, Activities, Tourism Village