

ABSTRAK

Suhadi, 1105378, “**Upaya Meningkatkan Kepuasan Melalui *Educational Tourism Experience* (Survey Terhadap Pengunjung yang Berkunjung ke Observatorium Bosscha)**”, di bawah bimbingan Rini Andari, S.Pd., SE.,Par., MM dan Yeni Yuniawati, S.Pd.,MM

Observatorium Bosscha adalah sebuah tempat wisata yang mengusung tema pendidikan sebagai daya tarik wisata. Observatorium Bosscha merupakan salah satu pusat astronomi tertua yang ada di Indonesia, daya tarik yang ditawarkan yaitu kita dapat mengamati keindahan benda-benda langit seperti bintang dan bulan pada hari dan jam tertentu. Dan kita pun dapat melihat cara kerja berbagai teleskop yang dimiliki Observatorium Bosscha. Keunggulan daya tarik wisata edukasi yang dimiliki Observatorium Bosscha ternyata belum mampu membuat kunjungan wisata ke Observatorium Bosscha sesuai harapan, setelah dilakukan wawancara kepada pengelola Observatorium Bosscha ternyata masalah yang di alami adalah ketidakpuasan para pengunjung. Didukung dengan pernyataan Pengelola Observatorium Bosscha bahwa ketidakpuasan pengunjung dipengaruhi oleh pengalaman wisata edukasi yang didapat. Tujuan penelitian ini untuk memperoleh temuan mengenai bagaimana meningkatkan pengalaman wisata edukasi yang terdiri dari *object experiences*, *cognitive experience*, *introspective experience* dan *social experiences* terhadap kepuasan pengunjung Observatorium Bosscha. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif, metode survey yang digunakan yaitu dengan teknik systematic random sampling, dengan jumlah sample sebanyak 100 responden. Teknik analisis data yang digunakan yaitu teknik regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh parsial kualitas pengalaman yang terdiri dari *object experiences*, *cognitive experience*, dan *social experiences* terhadap kepuasan pengunjung Observatorium Bosscha. Penilaian tertinggi dari variable pengalaman wisata edukasi dan variable kepuasan adalah sub variable *object experience*.

Kata Kunci: Pengalaman Wisata Edukasi, Kepuasan, Observatorium Bosscha.

ABSTRACT

Suhadi, 1105378, "*the effort of Enhancing customer satisfaction Through Educational Tourism Experience (Survey against the Visitors who visited the Bosscha Observatory)*", under the guidance of Rini Andari, S.Pd., SE., Par MM., and Yeni Yuniawati, S.Pd., MM

Bosscha Observatory is a place that brings the theme of education as a tourist attraction. Bosscha Observatory is one of the oldest existing astronomical Center in Indonesia. The attraction offered i.e. we can observe the beauty of celestial objects such as the moon and stars on a certain day and hour. Moreover, we also can see the workings of a variety of telescopes owned by Bosscha. The primacy of educational tourist attraction owned by Bosscha apparently has not been able fulfill Bosscha's expectation pertaining the number of visitor. Having conducted interviews to managers Bosscha problem that turns on experience it is due the dissatisfaction of the visitors. According to manager of Bosscha Observatory, the dissatisfaction of the visitors is influenced by their experience of educational tour in Bosscha. The purpose of this research is to obtain the findings on how to improve the experience of educational tours that consists of the object experiences, cognitive experience, introspective experience and social experiences towards the satisfaction of Bosscha Observatory's visitors. The type of research used is descriptive and verification. The method used in this study is a survey with a systematic random sampling technique. The researcher obtain a sample that involves 100 respondents. The multiple regression technique is being used for analyzing data and testing hypothesis. The finding of this research shows that there is a partial influence on the quality of the experience that consists of the object experiences, cognitive experience, and social experiences towards the satisfaction of Bosscha's visitors. The highest of assesment of educational tourism experience variable and satisfaction variable is on object experience sub variable.

Keywords: Educational Tour Experience, Satisfaction, Bosscha Observatory.