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**PENGARUH *TOURISM PRODUCT ATTRIBUTES* TERHADAP
*TOURIST SATISFACTION***

(Survey terhadap wisatawan yang berkunjung ke Desa wisata Kertayasa
Kabupaten Pangandaran)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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**MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2022**

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Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh
gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

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PENGARUH *TOURISM PRODUCT ATTRIBUTES* TERHADAP
TOURIST SATISFACTION
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Pengaruh *Tourism Product Attributes terhadap Tourist Satisfaction***” (Survey terhadap wisatawan yang berkunjung ke Desa Wisata Kertayasa Kabupaten Pangandaran) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 22 Juni 2022

Yang Membuat Pernyataan



Audinna Sri Ninetias

ABSTRAK

Audinna Sri Ningtias, 1800957, “Pengaruh *Tourism Product Attributes* terhadap *Tourist Satisfaction*” (Survey terhadap wisatawan yang berkunjung ke Desa Wisata Kertayasa Kabupaten Pangandaran) di bawah bimbingan Bagja Waluya, S.Pd., M.Pd dan Rijal Khaerani, S.Si., M.Stat.

Faktor kepuasan sangat menentukan keberhasilan dalam bisnis pariwisata. Masalah yang dihadapi oleh Desa wisata Kertayasa Kabupaten Pangandaran adalah ketidakpuasan wisatawan. Karena itu, untuk meningkatkan kepuasan wisatawan dilakukan melalui strategi *tourism product attributes*. Penelitian ini bertujuan untuk mengetahui pengaruh *tourism product attributes* terhadap *tourist satisfaction*. Dalam penelitian ini, variabel bebas yang digunakan adalah *tourism product attributes* terdiri dari *service, image, transportation, well-being, information/communication* dan *attractions/experiences*, serta variabel terikat yaitu *tourist satisfaction*. Jenis penelitian deskriptif dan verifikatif, menggunakan metode *explanatory survey* dengan pendekatan *cross-sectional method*. Teknik sampling menggunakan *purposive sampling* berjumlah 135 responden yang telah berkunjung ke Desa wisata Kertayasa Kabupaten Pangandaran. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan secara simultan dan parsial variabel *tourism product attributes* memberikan pengaruh signifikan terhadap *tourist satisfaction*. Faktor paling berpengaruh pada *tourism product attributes* adalah *attractions/experiences*, Desa Wisata Kertayasa Kabupaten Pangandaran memiliki beragam atraksi wisata yang menarik dan menawarkan aktivitas yang berkesan bagi wisatawan. Faktor terendah adalah *transportation*, khususnya bagi kondisi transportasi lokal perlu lebih memperhatikan keamanan dan keselamatan bagi wisatawan. Faktor terendah dalam *tourist satisfaction* adalah *information/communication*. Pihak pengelola perlu lebih gencar melakukan promosi melalui media sosial, memperhatikan kendala lemahnya signal telepon seluler, serta menambahkan informasi petunjuk jalan ke beberapa atraksi wisata di Desa Wisata Kertayasa Kabupaten Pangandaran.

Kata kunci: Atribut produk wisata, kepuasan wisatawan, desa wisata, Desa wisata Kertayasa, Kabupaten Pangandaran

ABSTRACT

Audinna Sri Ningtias, 1800957, “The influence of Tourism Product Attributes on Tourist Satisfaction” (Survey of tourist who visited Kertayasa Tourism Village of Pangandaran Regency) under the guidance of Bagja Waluya, S.Pd., M.Pd and Rijal Khaerani, S.Si., M.Stat.

The satisfaction is a crucial factor to success in the tourism business. The problem encountered by Kertayasa tourism village of Pangandaran regency is tourist dissatisfaction. Therefore, the strategy of tourism product attributes can help to increase tourist satisfaction. The purpose of this study is to determine the influence of tourism product attributes towards tourist satisfaction. In this study, the independent variable used is tourism product attributes consisting of service, image, transportation, well-being, information/communication and attractions/experiences, and the dependent variable is tourist satisfaction. The type of research uses descriptive and verification, using an explanatory survey with a cross-sectional method approach. The data were analysed using multiple linear regression. Sampling technique used purposive sampling, 135 tourists who had visited the Kertayasa Tourism Village, Pangandaran Regency. The results of the research show that simultaneously and partially the tourism product attributes have a significant effect on tourist satisfaction. The most influential factor on tourism product attributes is attractions/experiences. Kertayasa Tourism Village of Pangandaran Regency has a variety of interesting tourist attractions and offers activities that provide memorable experiences for tourists. The lowest factor is transportation, especially for local transportation conditions, it's necessary to pay more attention to security and safety for tourists. The lowest factor in tourist satisfaction is information/communication. The manager needs to be more active in promoting through social media, paying attention the problem of weak signals, also adding information about directions to several tourist attractions in Kertayasa Tourism Village of Pangandaran Regency.

Keywords: *Tourism product attributes, tourist satisfaction, tourism village, Kertayasa tourism village, Pangandaran regency.*

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Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *tourism product attributes* terhadap *tourist satisfaction* di Desa wisata Kertayasa Kabupaten Pangandaran, serta untuk mengetahui pengaruhnya secara simultan dan parsial. Penulis menyadari bahwa dalam penulisan penelitian ini masih terdapat banyak sekali kekurangan, sumbangsih saran dan kritik dari pembaca sangat diharapkan agar skripsi ini lebih baik. Penulis berhadap penelitian skripsi ini dapat memberi manfaat bagi pengembangan ilmu Manajemen Pemasaran Pariwisata khususnya dalam *tourism product attributes* dan *tourist satisfaction*

Bandung, 22 Juni 2022



Penulis
Audinna Sri Ningtias

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A handwritten signature in black ink, appearing to be 'Audinna Sri Ningtias', enclosed in a thin black rectangular border.

Penulis
Audinna Sri Ningtias

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