

ABSTRAK

Identifikasi Persepsi Wisatawan Terhadap Fasilitas Objek Wisata Dataran Tinggi Dieng di Provinsi Jawa Tengah

Dataran Tinggi Dieng merupakan salah satu kawasan strategis pariwisata nasional di Provinsi Jawa Tengah berdasarkan Rencana Induk Pembangunan Kepariwisata Nasional. Dataran Tinggi Dieng merupakan salah satu kawasan wisata andalan di Provinsi Jawa Tengah. Dilihat dari ketersediaan fasilitas wisata di kawasan objek wisata Dataran Tinggi Dieng tidak sesuai dengan kebutuhan pengunjung kawasan wisata. Oleh sebab itu studi ini bertujuan untuk menghasilkan suatu gambaran tentang persepsi wisatawan terhadap fasilitas wisata sehingga menghasilkan kebutuhan, prioritas pengembangan serta tingkat kepuasan dan kepentingan yang berdasarkan pada persepsi wisatawan. Identifikasi persepsi wisatawan terhadap fasilitas objek wisata dilihat berdasarkan karakteristik wisatawan dan komponen fasilitas objek wisata yaitu akomodasi, sarana makan dan minum, sarana belanja, fasilitas umum wisata dan fasilitas jasa wisata. Teknik analisis yang digunakan yaitu standar kebutuhan wisata, Importance Performance Analysis dan Customer Satisfaction Index. Dari hasil identifikasi persepsi wisatawan terhadap fasilitas objek wisata dapat diketahui fasilitas yang belum sesuai dengan kebutuhan pengunjung wisata dan tingkat kepuasan wisata terhadap fasilitas sehingga diperlukan peningkatan kualitas produk wisata tersebut. Dengan mengacu penilaian dan analisis inilah diperoleh gambaran kebutuhan dan persepsi pengunjung wisata terhadap fasilitas wisata di kawasan objek wisata Dataran Tinggi Dieng.

Kata Kunci : Wisata, Fasilitas, Persepsi

ABSTRACT

Identification of Tourist Perception on Facilities Object of Dieng Plateau of Central Java Province

Dieng Plateau is one of the strategic areas of national tourism in Central Java Province based on the National Tourism Development Master Plan. Dieng Plateau is one of the mainstay tourist areas in Central Java Province. Judging from the availability of tourist facilities in the area of Dieng Plateau attractions are not in accordance with the needs of tourist areas. Therefore, this study aims to produce a description of the perception of tourists to tourism facilities resulting in needs, development priorities and levels of satisfaction and interests based on the perception of tourists. The identification of tourist perception toward tourist facility is seen based on the characteristics of tourists and the component of tourism object that is accommodation, food and drink facilities, shopping facilities, public facilities and tourist services. The analysis technique used is the standard of travel needs, Importance Performance Analysis and Customer Satisfaction Index. From the results of identification of tourist perceptions of tourism object facilities can be known that the facility has not been in accordance with the needs of tourist visitors and the level of tourist satisfaction to the facility so that the required improvement of the quality of tourism products. With reference to the assessment and analysis is obtained picture of the needs and perceptions of visitors to tourism facilities in the area of Dieng Plateau attractions.

Keywords: Tourism, Facilities, Perception