

MELISA NOVITASARI. 2025. Pengaruh Fasilitas, Harga, dan Kualitas Pelayanan terhadap Kepuasan Pengunjung pada Objek Wisata Kemuning Sky Hills Kabupaten Karanganyar. Di bawah arahan Antik Suprihanti

ABSTRAK

Penelitian ini bertujuan untuk: (1) Mengidentifikasi karakteristik pengunjung pada objek wisata Kemuning Sky Hills. (2) Menganalisis tingkat kepuasan pengunjung terhadap objek wisata Kemuning Sky Hills. (3) Menganalisis pengaruh fasilitas, harga, dan kualitas pelayanan terhadap kepuasan pengunjung pada objek wisata Kemuning Sky Hills. Penelitian ini menggunakan metode pendekatan kuantitatif dengan jenis penelitian deskriptif menggunakan metode survei. Pengumpulan sampel data menggunakan teknik *purposive sampling* melalui kuesioner yang diberikan kepada pengunjung. Metode analisis data menggunakan metode *Customer Satisfaction Index* (CSI) dan regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) Pengunjung Kemuning Sky Hills mayoritas berasal dari Jawa Tengah berjenis kelamin laki-laki, usia 17-25 tahun, Pendidikan terakhir SMA/SMK, bekerja sebagai wiraswasta pendapatan Rp 1.500.001-Rp 3.500.000. (2) Tingkat kepuasan pengunjung terhadap objek wisata Kemuning Sky Hills sebesar 79,72 persen yang termasuk dalam kategori puas. (2) Hasil menunjukkan bahwa fasilitas, harga, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pengunjung objek wisata Kemuning Sky Hills.

Kata kunci: CSI, fasilitas, harga, kepuasan pengunjung, kualitas pelayanan

MELISA NOVITASARI. 2025. *The Influence of Facilities, Price, and Service Quality on Visitor Satisfaction at Kemuning Sky Hills Tourist Attraction Karanganyar Regency.* Supervised by Antik Suprihanti

ABSTRACT

This study aims to: (1) Identify the characteristics of visitors to the Kemuning Sky Hills tourist attraction. (2) Analyze the level of visitor satisfaction towards the Kemuning Sky Hills tourist attraction. (3) Analyze the influence of facilities, price, and service quality on visitor satisfaction at the Kemuning Sky Hills tourist attraction. This study uses a quantitative approach method with a descriptive research type using a survey method. Data collection uses purposive sampling technique through a questionnaire given to visitors. The data analysis method uses the Customer Satisfaction Index (CSI) method and multiple linear regression. The results of the study show that: (1) The majority of Kemuning Sky Hills visitors come from Central Java, are male, aged 17-25 years, with a high school/vocational high school education, working as self-employed with an income of Rp. 1,500,001-Rp. 3,500,000. (2) The level of visitor satisfaction towards the Kemuning Sky Hills tourist attraction is 79.72 percent which is classified as satisfied. (3) The results showed that facilities, price and quality of service have a positive and significant influence on visitor satisfaction at the Kemuning Sky Hills tourist attraction.

Keywords: *CSI, facilities, price, service quality, visitor satisfaction*