ABSTRACT

This study aims to find out whether the dimensions of service quality that is tangible, reliability, responsiveness, assurance, and empathy influence onconsumer satisfaction Tembi Tourism Village in Yogyakarta and analyzing the most dominant factor in influencing customer satisfaction Tembi Tourism Village in Yogyakarta.

Population in this research was the guests who stayed Tourism Village inYogyakarta Tembi. Samples some consumers who visit to tour the tourist villagein Yogyakarta Tembi using Non-Probability Sampling technique with accidentalsampling approach, which is based on accidental sampling technique, namely,who happened to meet with researchers can be sampled if deemed suitable.

Based on the results of the study, obtained as follows regression equation: $Y = -0,170 + 0,262X1 + 0,192X2 + 0,255X3 + 0,176X4 + 0,161X5$. Based onstatistic analysis of the data, indicators in this study are valid and variables are reliable. In the classical assumption test, multiple linear regression analysis, the F test and T -test the result obtained that tangible, reliability, responsiveness, assurance and empathy together and partially have significant influence on visitor satisfaction. Individual sequences from each of the most influential variable is the variable responsiveness with regression coefficient of 0,255, and tangible with regression coefficient of 0.262, followed by assurance with a regression coefficient of 0,176, and reliability with a regression coefficient of 0,192 whereas the most influential variable low is empathy with the regression coefficient of 0,161. Tembi Tourism Village in Yogyakarta need to maintain the elements that have been considered good by customers as well as the need to fix the things that are lacking.

Key words: quality of service, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (caring), consumer satisfaction