

# PERSEPSI WISATAWAN TERHADAP OBJEK WISATA ALAS KEDATON PASCA PANDEMI COVID-19

Oleh

Ni Putu Pramitha Utami Dewi, NIM 2115011061

Jurusan Teknologi Industri

Program Studi Pendidikan Kesejahteraan Keluarga

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi wisatawan terhadap objek wisata Alas Kedaton pasca pandemi covid-19 berdasarkan aspek 4A, yakni *attraction* (daya tarik), *accessibility* (aksesibilitas), *amenity* (fasilitas), *ancillary service* (pelayanan tambahan). Populasi dalam penelitian ini yaitu wisatawan yang berkunjung ke objek wisata Alas Kedaton. Sampel penelitian ini menggunakan teknik *accidental sampling* dengan melibatkan 100 responden yang kebetulan berada di objek wisata Alas Kedaton. Metode pengumpulan data menggunakan teknik observasi, wawancara, dan kuesioner. Metode penelitian yaitu deskriptif kuantitatif dan menggunakan skala likert untuk mengukur variable. Hasil penelitian menunjukkan persepsi wisatawan pada aspek *attraction* (daya tarik) setuju bahwa daya tarik alam dan buatan di objek wisata Alas Kedaton sudah dalam kondisi baik dan menarik, namun sebagian responden merasa cukup setuju terhadap keberadaan cinderamata di objek wisata Alas Kedaton. Pada aspek *accessibility* (aksesibilitas) wisatawan setuju terhadap kemudahan di perjalanan menuju objek wisata. Selain itu, wisatawan sangat setuju terhadap kenyamanan, keamanan serta waktu tempuh saat perjalanan menuju Alas Kedaton. Pada aspek *amenity* (fasilitas), respon wisatawan beragam. Wisatawan setuju terhadap keberadaan fasilitas primer yang memadai, kemudahan informasi, dan keamanan fasilitas primer. Wisatawan merasa sangat setuju terhadap kualitas fasilitas primer, dan merasa cukup setuju terhadap kenyamanan fasilitas primer di Alas Kedaton. Pada aspek *ancillary service* (pelayanan tambahan), wisatawan cukup setuju terhadap keberadaan fasilitas keuangan. Wisatawan merasa setuju terhadap keberadaan fasilitas penunjang yang baik, dan lokasi objek wisata yang dekat dengan sektor kesehatan/keamanan masyarakat. Dengan demikian berdasarkan hasil analisis data tersebut disimpulkan bahwa persepsi wisatawan terhadap objek wisata Alas Kedaton termasuk positif, yang berarti penelitian ini efektif untuk mengetahui persepsi wisatawan terhadap objek wisata Alas Kedaton pasca pandemi covid-19 dalam aspek 4A.

**Kata-kata kunci:** persepsi, komponen 4A, *attraction*, *accessibility*, *amenity*, *ancillary service*

# **TOURISTS' PERCEPTIONS OF THE ALAS KEDATON TOURIST ATTRACTION AFTER THE COVID-19 PANDEMIC**

**Oleh**

**Ni Putu Pramitha Utami Dewi, NIM 2115011061**

**Jurusan Teknologi Industri**

**Program Studi Pendidikan Kesejahteraan Keluarga**

## **ABSTRACT**

This study aims to determine the perception of tourists towards Alas Kedaton tourist attraction after the co-19 pandemic based on the 4A aspects, namely attraction, accessibility, amenity, ancillary service. The population in this study were tourists visiting the Alas Kedaton tourist attraction. The sample of this study used accidental sampling technique involving 100 respondents who happened to be at the Alas Kedaton tourist attraction. The data collection method uses observation, interview, and questionnaire techniques. The research method is descriptive quantitative and uses a Likert scale to measure variables. The results showed that tourists' perceptions on the attraction aspect agreed that the natural and artificial attractions at the Alas Kedaton tourist attraction were in good condition and attractive, but some respondents felt quite agreeable to the existence of souvenirs at the Alas Kedaton tourist attraction. In the accessibility aspect, tourists agree on the ease of travel to tourist attractions. In addition, tourists strongly agree on the comfort, safety and travel time when traveling to Alas Kedaton. In the amenity aspect, tourist responses vary. Tourists agree on the existence of adequate primary facilities, ease of information, and security of primary facilities. Tourists strongly agree on the quality of primary facilities, and moderately agree on the comfort of primary facilities at Alas Kedaton. In the ancillary service aspect, tourists moderately agree on the existence of financial facilities. Tourists agree on the existence of good supporting facilities, and the location of tourist attractions close to the public health/security sector. Thus, based on the results of the data analysis, it is concluded that the perception of tourists towards Alas Kedaton tourist attraction is positive, which means that this study is effective to determine the perception of tourists towards Alas Kedaton tourist attraction after the co-19 pandemic in the 4A aspect.

**Key words:** perception, 4A component, attraction, accessibility, amenity, ancillary service