

ABSTRAK

FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN WISATAWAN MELAKUKAN *ONE DAY TRIP* DI *RESORT* NIHI SUMBA DI KABUPATEN SUMBA BARAT, NUSA TENGGARA TIMUR (NTT)

Studi Terhadap Wisatawan yang Melakukan *One Day Trip* di *Resort* Nihi Sumba

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh antara *Attraction*, *Amenities*, *Accessibility*, dan *Ancillary Services* secara bersama-sama (simultan) terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 2) Pengaruh *Attraction* terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 3) Pengaruh *Amenities* terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 4) Pengaruh *Accessibility* terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 5) Pengaruh *Ancillary Services* terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba. Populasi dalam penelitian ini adalah wisatawan yang pernah melakukan *one day trip* di *Resort* Nihi Sumba. Sampel dalam penelitian ini sebanyak 150 responden. Teknik pengambilan sampel menggunakan metode *Non-Probability Sampling*. Teknik pengujian instrument dalam penelitian ini yaitu uji validitas dan uji reliabilitas, sedangkan teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linear berganda. Pengolahan data menggunakan *software SPSS 20 for wintookws*. Hasil penelitian ini menunjukkan bahwa: 1) *Attraction*, *Amenities*, *Accessibility*, dan *Ancillary Services* secara bersama-sama (simultan) berpengaruh terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 2) *Attraction* secara parsial berpengaruh terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 3) *Amenities* secara parsial berpengaruh terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 4) *Accessibility* tidak berpengaruh terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba, 5) *Ancillary Services* tidak berpengaruh terhadap Kepuasan Wisatawan yang melakukan *one day trip* di *Resort* Nihi Sumba.

Kata Kunci: *Attraction*, *Amenities*, *Accessibility*, *Ancillary Services*, Kepuasan Wisatawan

ABSTRACT

**FACTORS INFLUENCING TOURIST SATISFACTION
TOOKING A ONE DAY TRIP AT THE NIHI SUMBA RESORT
IN WEST SUMBA DISTRICT, EAST NUSA TENGGARA (NTT)**

A Study of Tourists Who Took One Day Trips at the Nihi Sumba Resort

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This study aims to determine: 1) The influence of Attraction, Amenities, Accessibility, and Ancillary Services jointly (simultaneously) on the Satisfaction of Tourists who take a one day trip at the Nihi Sumba Resort, 2) The Influence of Attraction on the Satisfaction of Tourists who take a one day trip trips at the Nihi Sumba Resort, 3) The Influence of Amenities on the Satisfaction of Tourists who take one day trips at the Nihi Sumba Resort, 4) The Influence of Accessibility on the Satisfaction of Tourists who take a one day trip at the Nihi Sumba Resort, 5) The Influence of Ancillary Services on the Satisfaction of Tourists who take one day trip at Resort Nihi Sumba. The population in this study were tourists who had tookne a one day trip at the Nihi Sumba Resort. The sample in this study was 150 respondents. The sampling technique uses the Non-Probability Sampling method. The instrument testing techniques in this study were validity and reliability tests, while the data analysis techniques in this study were descriptive analysis and multiple linear regression analysis. Data processing using SPSS 20 for wintookws software. The results of this study indicate that: 1) Attraction, Amenities, Accessibility, and Ancillary Services simultaneously influenced the satisfaction of tourists who took one day trips at the Nihi Sumba Resort, 2) Attraction partially influenced the satisfaction of tourists who took one day trips at the Nihi Sumba Resort, 3) Amenities partially influenced the satisfaction of tourists who took a oneday trip at the Nihi Sumba Resort, 4) Accessibility did not influence the satisfactionof tourists who took a one day trip at the Nihi Sumba Resort, 5) Ancillary Services did not influence the satisfaction of tourists who took one day trips at the Nihi Sumba Resort.

Keywords: Attraction, Amenities, Accessibility, Ancillary Services, Tourist Satisfaction