

ABSTRAK

PENGARUH *DESAIN WEBSITE, E-SERVICE QUALITY, E-RECOVERY SERVICE QUALITY ECOTOURISM* LAMPUNG TERHADAP KEPUASAN PENGUNJUNG (Studi di Teluk Kiluan dan Pulau Pahawang)

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Penelitian ini bertujuan untuk menganalisis dan mengkaji Pengaruh *Desain Website, E-Service Quality, E-Recovery Service Quality Ecotourism* Lampung Terhadap Kepuasan Pengunjung di Teluk Kiluan dan Pulau Pahawang. Latar Belakang penelitian dikarenakan banyak kawasan ekowisata mulai beradaptasi dengan perkembangan teknologi yang semakin pesat tapi tidak diimbangi dengan kualitas desain Website, pelayanan elektronik yang baik, dan layanan bilamana terjadi masalah dalam pelayanan elektronik. Penelitian ini menggunakan metode penelitian kuantitatif dengan cara pendekatan korelasional. Metode pengumpulan data dilakukan dengan cara menyebar kuesioner, dokumentasi. Terdapat dua metode pengujian instrumen penelitian yaitu uji validitas dan reliabilitas. Metode analisis data yang digunakan dengan Uji Korelasi dan Analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan *Desain Website, E-Service Quality, E-Recovery Service Quality* terhadap Kepuasan Pengunjung yaitu sebesar 0,245 dan nilai koefisien determinasi atau (R Square) sebesar 0,090. Hal tersebut dapat disimpulkan bahwa Pengaruh *Desain Website, E-Service Quality, E-Recovery Service Quality Ecotourism* Lampung Terhadap Kepuasan Pengunjung di Teluk Kiluan dan Pulau Pahawang berkategori Rendah.

Kata Kunci : *Desain Website, E-Service Quality, E-Recovery Service Quality, Kepuasan Pengunjung, Ekowisata*

ABSTRACT

The Effects of Website Design, E-Service Quality, E-Recovery Service Quality Ecotourism Lampung To Visitors Satisfaction

(Study In The Teluk Kiluan and Pulau Pahawang Lampung)

By

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The study is intended to show the Effect of Website Design, E-Service Quality, and E-Recovery Service Quality Ecotourism Lampung on Visitor Satisfaction in Kiluan Bay and Pahawang Island. The research background because many Ecotourism areas starting to adapt to increasingly rapid technological developments. However, differences don't match this in the design, good electronic services, and services when problems occur in electronic services. This study uses a quantitative research method with a correlational approach. Methods of data collection are done by distributing questionnaires and documentation. There're two research instrument testing methods, as we known as validity and reliability tests. The data analysis method is the Correlation Test and Multiple Linear Regression Analysis. The results showed a significant effect of Website Design, E-Service Quality, and E-Recovery Service Quality on Visitor Satisfaction, which was 0.245 and the coefficient of determination (R Square) was 0.090. It can be concluded that the Effect of Website Design, E-Service Quality, E-Recovery Service Quality Ecotourism Lampung on Visitor Satisfaction in Kiluan Bay and Pahawang Island is in a Low Category.

***Keyword : Website Design, E-Service Quality, E-Recovery Service Quality,
Visitor Satisfaction, Ecotourism***