

ABSTRAK

PERSEPSI WISATAWAN TERHADAP SAPTA PESONA PADA OBJEK WISATA PRINCHSTO (*PRINGSEWU RANCH AND RESTO*) KABUPATEN PRINGSEWU

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Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana persepsi wisatawan terhadap sapta pesona pada objek wisata Princhsto (*Pringsewu Ranch and Resto*) Kabupaten Pringsewu. Populasi yang digunakan di dalam penelitian ini adalah populasi terbatas. Sampel dalam penelitian ini adalah 40 responden yang diambil menggunakan teknik *random sampling*. Metode yang digunakan adalah metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan teknik observasi, kuesioner berdasarkan skala likert yang telah teruji validitas dan reliabilitasnya dan dokumentasi.

Berdasarkan hasil penelitian, sapta pesona pada objek wisata Princhsto termasuk kedalam kategori baik. Kecuali pada unsur sejuk yang termasuk kedalam kategori cukup baik. Ketujuh indikator yaitu aman termasuk kedalam kategori aman dengan skor rata-rata 20,32. Tertib termasuk kedalam kategori tertib dengan skor rata-rata 16,32. Bersih termasuk kedalam kategori bersih dengan skor rata-rata 15,92. Sejuk yang termasuk kedalam kategori cukup sejuk dengan skor rata-rata 15,35. Indah yang termasuk kedalam kategori indah dengan skor 20,3. Ramah tamah termasuk kedalam kategori ramah tamah dengan skor rata-rata 19,87. Kenangan termasuk kedalam kategori berkenangan dengan skor rata-rata 15,67.

Kata Kunci : Persepsi, Sapta Pesona, Objek Wisata, Princhsto

ABSTRACT

TOURIST PERCEPTIONS OF SAPTA PESONA AT THE PRINCHSTO TOURIST OBJECT (PRINGSEWU RANCH AND RESTO) PRINGSEWU DISTRICT

By

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This study aims to find out and analyze how tourists perceive Sapta Pesona on the Pringsewu Ranch and Resto tourist attraction in Pringsewu Regency. The population used in this study is a limited population. The sample in this study were 40 respondents who were taken using a random sampling technique. The method used is descriptive method with a quantitative approach. Data collection techniques using observation techniques, questionnaires based on a Likert scale that has been tested for validity and reliability and documentation.

Based on the results of the study, Sapta Pesona on the Princhsto tourist attraction is included in the good category. Except for the cool element which is included in the pretty good category. The seven indicators, namely safety, are included in the safe category with an average score of 20.32. Orderly is included in the orderly category with an average score of 16.32. Clean is included in the clean category with an average score of 15.92. Cool which is included in the fairly cool category with an average score of 15.35. Beautiful which is included in the beautiful category with a score of 20.3. Hospitality is included in the amiable category with an average score of 19.87. Memories are included in the pleasure category with an average score of 15.67.

Keywords: Perception, Sapta Pesona, Attractions, Princhsto