

ABSTRACT

TRAVELLER PREFERENCES FOR INDONESIAN SENTULFRESH

By

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This study aims to analyse tourist preferences, identify the most preferred combination of attributes, analyse the level of tourist satisfaction with Setulfresh attributes. This research uses a survey method using a questionnaire and is located at Sentulfresh Indonesia, Cijulang Village, Sukaraja District, Bogor Regency. The sample was selected by accidental sampling. The number of respondents was calculated using traditional conjoint analysis and a sample of 35 Sentulfresh consumers was obtained. The research data collection time was carried out in July 2023. The results of the study were then tested using validity and reliability tests. Data analysis uses descriptive analysis, conjoint, and Customer Satisfaction Index (CSI) methods. The results showed that there were 4 attributes that resulted in 9 combinations of tourism preferences obtained the most preferred attribute, namely attraction with a usability value of 50,440. The Pearson's R value is 0.975 with a significance value of 0.000 and Kendall's tau is 0.722 with a significance value of 0.003, so the accuracy of tourist preferences is significant. The combination of attributes preferred by Sentulfresh tourists based on tourist preferences is educational tourism, observation, bridges and pavilions which are the levels with the highest utility value on each attribute. Tourist satisfaction obtained a score of 93.25% is in the range of 81-100%, meaning that the Sentulfresh Indonesia tourist satisfaction index is in the 'very satisfied' criteria.

Keywords: Conjoint, satisfaction, tourist preference, tourism.

ABSTRAK

PREFERENSI WISATAWAN TERHADAP SENTULFRESH INDONESIA

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Penelitian ini bertujuan untuk menganalisis preferensi wisatawan, mengidentifikasi kombinasi atribut yang paling disukai, menganalisis tingkat kepuasan wisatawan terhadap atribut Setulfresh. Penelitian ini menggunakan metode survei dengan menggunakan kuisisioner dan berlokasi di Sentulfresh Indonesia, Kampung Cijulang, Kecamatan Sukaraja, Kabupaten Bogor. Sampel dipilih dengan teknik *accidental sampling*. Jumlah responden dihitung menggunakan analisis tradisional konjoin dan diperoleh sampel sebanyak 35 konsumen Sentulfresh. Waktu pengumpulan data penelitian dilaksanakan pada bulan Juli 2023. Hasil penelitian diuji dengan menggunakan uji validitas dan reliabilitas. Analisis data menggunakan metode analisis deskriptif, konjoin, dan *Customer Satisfaction Index* (CSI). Hasil penelitian menunjukkan bahwa terdapat 4 atribut yang menghasilkan 9 kombinasi preferensi wisata didapatkan atribut yang paling disukai yaitu atrkasi dengan nilai kegunaan 50.440. Adapun nilai Pearson's R sebesar 0.975 dengan nilai signifikansi 0.000 dan Kendall's tau sebesar 0.722 dengan nilai signifikansi 0.003 maka ketepatan preferensi wisatawan dinyatakan signifikan. Kombinasi atribut yang disukai wisatawan Sentulfresh berdasarkan preferensi wisatawan adalah wisata edukasi, observasi, jembatan dan pendopo yang merupakan level dengan nilai kegunaan tertinggi pada setiap atribut. Kepuasan wisatawan didapatkan skor sebesar 93,25 % berada pada rentang 81-100 % artinya indeks kepuasan wisatawan Sentulfresh Indonesia berada pada kriteria “sangat puas”.

Kata kunci: Konjoin, kepuasan, preferensi wisatawan, wisata.