

PERSEPSI WISATAWAN TERHADAP KUALITAS PELAYANAN DAN KESIAPAN YOGYAKARTA INTERNATIONAL AIRPORT DALAM MENGHADAPI PENINGKATAN JUMLAH WISATAWAN DI KOTA YOGYAKARTA

Prodi D-IV Manajemen Transportasi Udara, Jenjang Sarjana, Program Diploma IV, Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta

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INTISARI

Yogyakarta International Airport merupakan bandar udara baru di Yogyakarta. Pelayanan Yogyakarta International Airport akan turut menentukan persepsi konsumen dalam menilai keseluruhan perjalannya yang dilakukan, karena pelayanan tersebut diberikan untuk kepuasan konsumen itu sendiri dengan begitu diharapkan agar Yogyakarta International Airport memiliki kesiapan dalam menghadapi peningkatan jumlah wisatawan pengguna jasa transportasi udara. Adapun tujuan dari studi ini yaitu untuk mengetahui bagaimana kualitas pelayanan di terminal Yogyakarta International Airport menurut persepsi wisatawan pengguna jasa penerbangan dan untuk mengetahui bagaimana kesiapan Yogyakarta International Airport dalam menghadapi peningkatan jumlah wisatawan di Kota Yogyakarta

Jenis studi ini adalah penelitian kualitatif deskriptif. Penggunaan metode wawancara semi terstruktur dan studi dokumen sebagai teknik pengumpulan data, dan studi ini menggunakan teknik Analisis Data Model Miles and Huberman.

Hasil dari studi mendalam tentang kesiapan Yogyakarta International Airport melalui 5 dimensi kualitas pelayanan yaitu Respondensiveness (daya tanggap atau kesigapan), Reliabilitas (keandalan), Assurance (jaminan), Empathy (empati atau perhatian), dan Tangible (bukti langsung) didukung oleh data – data yang cukup lengkap dari berbagai sudut pandang memberikan pengetahuan dan dampak positif terkait kesiapan Yogyakarta International Airport dalam menghadapi peningkatan jumlah wisatawan di kota Yogyakarta.

Kata Kunci : Persepsi, Kualitas Pelayanan, Kesiapan Bandar Udara, dan Yogyakarta International Airport

TOURIST PERCEPTION OF YOGYAKARTA INTERNATIONAL AIRPORT QUALITY OF SERVICE AND READINESS IN FACING THE INCREASED NUMBER OF TOURISTS IN YOGYAKARTA

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ABSTRACT

Yogyakarta International Airport is a new airport in Yogyakarta. Yogyakarta International Airport services will also determine consumer perceptions in assessing the overall journey taken, because these services are provided for the satisfaction of the consumers themselves, so it is hoped that Yogyakarta International Airport will be prepared to face an increasing number of tourists using air transportation services. The purpose of this study is to find out how the quality of service at the Yogyakarta International Airport terminal according to the perceptions of tourists using aviation services and to find out how the readiness of Yogyakarta International Airport is in facing the increasing number of tourists in Yogyakarta

This type of study is descriptive qualitative research. The use of semi-structured interview methods and document studies as data collection techniques, and this study uses the Miles and Huberman Model Data Analysis technique.

The results of an in-depth study of Yogyakarta International Airport through 5 dimensions of service quality, namely Respondensiveness (responsiveness or alertness), Reliability (reliability), Assurance (assurance), Empathy (empathy or attention), and Tangible (direct evidence) supported by the data that is quiet complete from various point of view provides knowledge and positive impacts related to the readiness of Yogyakarta International Airport in facing the increasing number of tourists in the city of Yogyakarta.

Keywords: Perception, Service Quality, Airport Readiness, and Yogyakarta International Airport