

ABSTRACT

The Special Region of Yogyakarta has a lot of tourism potential, the tourism potentials of the Special Region. The large number of potential tourist destinations attracts tourists to visit the Special Region of Yogyakarta, this is indicated by the increase in the number of tourists visiting each year. Related to the large number of tourist visits, it is necessary to conduct research to find out how the level of satisfaction of tourists in the Special Region of Yogyakarta is based on visiting experience, and to find out what factors must be improved to improve tourist destinations and the tourism sector in the Special Region of Yogyakarta.

This research uses quantitative method with descriptive research type and uses non-probability sampling technique. Data collection techniques used questionnaires to 385 respondents who were tourists from the Special Region of Yogyakarta. The data processing technique uses Importance Performance Analysis and Customer Satisfaction Index on the variables of Comfort, Education, Hedonism, Novelty, Recognition, Relational, Security, and Beauty based on Tourist Experience. Importance Performance Analysis to find out what aspects and indicators have to be improved in the tourism sector of the Special Region of Yogyakarta. Meanwhile, the Customer Satisfaction Index is used to determine the level of satisfaction of tourists from the Special Region of Yogyakarta

From the data analysis, it can be seen that the level of satisfaction of tourists from the Special Region of Yogyakarta based on Tourist Experience is 84.9%. The indicator with the most satisfactory performance is hedonic and the indicator with the least satisfactory performance is relational.

Based on the results of this study, it is expected that Yogyakarta tourism stakeholders provide education and socialization to the public to interact and communicate better to tourists.

Keywords: Tourist experience, Importance Performance Analysis, Customer Satisfaction Index