

## **ABSTRAK**

**DINDA MAYLINA AYU NINGTIYAS. NIM 2019110011. Analisis Motivasi Kunjungan Wisatawan Terhadap Objek Wisata Lembah Tepas di Bogor. Dibawah bimbingan Ibu Ismayanti.A.Par,M.Sc selaku dosen pembimbing.**

Penelitian ini dilakukan untuk mengetahui Kualitas Pelayanan terhadap kepuasan pengunjung pada objek wisata Curug Lembah Tepas di Bogor. Metode Penelitian ini menggunakan analisis deskriptif kuantitatif, dengan cara menyebarkan kuesioner dengan menggunakan satu teknik Non Probability Sampling yaitu Purposive Sampling kepada 100 pengunjung lembah tepus

Berdasarkan metode analisis tersebut mendapat hasil tertinggi pada Kualitas Pelayanan sebesar 3,84 dalam dimensi tangibles pernyataannya Area Lembah tepus nyaman. Sedangkan pada Kepuasan Pengunjung mendapat nilai tertinggi 4,07 terdapat pada dimensi memberi masukan pernyataannya bersedia memberi saran agar fasilitas lebih baik. Dari hasil perhitungan regresi linier sederhana dan uji t mendapat hasil constant (a) sebesar 4,591 dan nilai kualitas pelayanan sebesar 0,715 serta dari hasil t hitung sebesar  $13,399 > 1,985$  dan nilai signifikansi sebesar  $0,000 < 0,05$  yang berarti menunjukkan adanya pengaruh yang signifikan dari Kualitas Pelayanan Terhadap Kepuasan Pengunjung Lembah Tepas di Bogor.

Jadi, hasil dari penelitian ini menunjukkan bahwa kualitas pelayanan pada petugas lembah tepus Tinggi untuk saat ini. Lalu, kepuasan pengunjung Tinggi pada objek wisata Lembah Tepas serta pengaruh yang signifikan dari Kualitas Pelayanan (X) Terhadap Kepuasan Pengunjung Lembah Tepas di Bogor (Y). Saran yang dapat diberikan peneliti antara lain yaitu mengontrol fasilitas yang digunakan oleh pengunjung, lalu melakukan promosi untuk pengunjung dapat berminat untuk membayar lebih, serta diharapkan dapat mengevaluasi pelayanan supaya pengunjung merasa puas.

Kata kunci : Kualitas Pelayanan, Kepuasan Pengunjung iv

## **ABSTRACT**

DINDA MAYLINA AYU NINGTIYAS. NIM 2019110011. Analysis of Tourist Visit Motivation for the Tepus Valley Tourism Object in Bogor. Under the guidance of Mrs. Ismayanti.A.Par, M.Sc as the supervisor.

This research was conducted to determine the quality of service on visitor satisfaction at the Tepus Valley Curug tourist attraction in Bogor. This research method uses quantitative descriptive analysis, by distributing questionnaires using a non-probability sampling technique, namely purposive sampling to 100 visitors to the Tepus Valley.

Based on the analysis method, the highest result was obtained on Service Quality of 3.84 in the tangibles dimension of the statement in the Tepus Convenient Valley Area. Whereas in Visitor Satisfaction the highest score was 4.07 found in the dimension of giving input, the statement was willing to provide suggestions for better facilities. From the results of simple linear regression calculations and the t test, a constant result (a) of 4.591 and a service quality value of 0.715 and from the t-count results of  $13.399 > 1.985$  and a significance value of  $0.000 < 0.05$ , which means that there is a significant influence of Quality Service Expected Satisfaction of Tepus Valley Visitors in Bogor.

So, the results of this study indicate that the service quality of the Tepus Valley officers is currently high. Then, high visitor satisfaction at the Tepus Valley tourist attraction and a significant influence of Service Quality (X) on Visitor Satisfaction at the Tepus Valley in Bogor (Y). Suggestions that can be given by researchers include controlling the facilities used by visitors, then carrying out promotions for visitors who are interested in paying more, and are expected to be able to evaluate services so that visitors feel satisfied.

Keywords: Service Quality, Visitor Satisfaction

**ABSTRACT**

IMANUEL HARAPAN KITA. NIM 2019110025. The Effect of Compensation on Employee Performance at Savero Hotel Depok. Under the guidance of Mr. Miswan, SE, M.Si.

The study aims to determine compensation, employee performance and the effect of compensation on employee performance at Savero Hotel Depok. This study used a quantitative descriptive method with a questionnaire method regarding employee compensation and performance given to all employees at Savero Hotel Depok with a total population of 37 respondents related to this study. The results of the research on employee compensation agree means that the employees of Savero Hotel Depok agree with the compensation provided by the Management of Savero Hotel Depok. The results of research on employee performance are quite good, which means that employee performance at Savero Hotel Depok is considered quite good by the managers at Savero Hotel Depok. The data analysis method used is a simple linear regression method, and the T test with compensation results has a significant and positive effect on employee performance at Savero Hotel Depok.

Keywords: Compensation, Employee Performance, Savero Hotel Depok.