

ABSTRAK

PENGARUH PENGALAMAN EMOSIONAL, AKTIVITAS, AKSESIBILITAS, DAN PERSEPSI RISIKO TERHADAP KEPUASAN WISATAWAN TAMAN NASIONAL KOMODO

Lusiani Benedikta Suryaningsih
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh pengalaman emosional, aktivitas, aksesibilitas, dan persepsi risiko terhadap kepuasan wisatawan secara simultan, (2) pengaruh pengalaman emosional terhadap kepuasan wisatawan, (3) pengaruh aktivitas terhadap kepuasan wisatawan, (4) pengaruh aksesibilitas terhadap kepuasan wisatawan, serta (5) pengaruh persepsi risiko terhadap kepuasan wisatawan Taman Nasional Komodo. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian kausal. Teknik pengambilan sampel yang digunakan adalah non *probability sampling* dengan metode *purposive sampling*. Data penelitian diperoleh melalui penyebaran kuesioner secara daring menggunakan *Google Form* kepada wisatawan yang telah berkunjung ke Taman Nasional Komodo minimal satu kali dalam lima tahun terakhir. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan perangkat lunak statistik seperti SPSS. Hasil penelitian menunjukkan bahwa: (1) Pengalaman emosional, aktivitas, aksesibilitas, dan persepsi risiko berpengaruh secara simultan terhadap kepuasan wisatawan. (2) Pengalaman emosional berpengaruh terhadap kepuasan wisatawan. (3) Aktivitas berpengaruh terhadap kepuasan wisatawan. (4) Aksesibilitas berpengaruh terhadap kepuasan wisatawan. (5) Persepsi risiko tidak berpengaruh terhadap kepuasan wisatawan.

Kata kunci: pengalaman emosional, aktivitas, aksesibilitas, persepsi risiko, kepuasan wisatawan.

ABSTRACT

THE EFFECT OF EMOTIONAL EXPERIENCE, ACTIVITIES, ACCESSIBILITY, AND RISK PERCEPTION ON TOURIST SATISFACTION AT KOMODO NATIONAL PARK

Lusiani Benedikta Suryaningsih
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

This study aims to examine: (1) the simultaneous effect of emotional experience, activities, accessibility, and risk perception on tourist satisfaction, (2) the effect of emotional experience on tourist satisfaction, (3) the effect of activities on tourist satisfaction, (4) the effect of accessibility on tourist satisfaction, and (5) the effect of risk perception on tourist satisfaction at Taman Nasional Komodo. This research employs a quantitative approach with a causal research design. The sampling technique used was non-probability sampling with purposive sampling method. Research data were collected through an online questionnaire distributed via Google Form to tourists who had visited Padar island at least once within the last five years. The data analysis technique used in this study was multiple linear regression analysis with the assistance of statistical software like SSPS. The results of the study indicate that: (1) emotional experience, activities, accessibility, and perceived risk simultaneously have a significant effect on tourist satisfaction. (2) emotional experience has a significant effect on tourist satisfaction. (3) activities have a significant effect on tourist satisfaction. (4) accessibility has a significant effect on tourist satisfaction. (5) perceived risk has no significant effect on tourist satisfaction.

Keywords: *emotional experience, activities, accessibility, risk perception, tourist satisfaction.*