**KUESIONER**

**MOTIVASI WISATAWAN BERKUNJUNG KE DESA WISATA GUMBRIH**

Wisatawan yang terhormat,

Dalam rangka mengetahui motivasi wisatawan berkunjung ke Desa Wisata Gumbrih, kami mohon partisipasinya dalam mengisi kuesioner dalam rangka meningkatkan pelayanan kami kepada wisatawan.

1. **Informasi Responden:** berikan tandarumput (√) pada kotak yang sesuai dengan anda

* Jenis Kelamin Laki-Laki Perempuan
* Umur 15 – 25 26 – 35 36 – 45 > 45
* Asal Jembrana Tabanan Buleleng Lainnya,……………………
* Frekuensi kunjungan Pertama kali Kedua kali Ketiga kali > Tiga kali
* Berkunjung Sendiri Bersama keluarga Bersama teman
* Informasi Desa Wisata Gumbrih dari Media Sosial Teman Saudara/Kerabat

Koran Lainnya,…………………..…….

1. **Motivasi Wisatawan:**

Isilah kolom dengan memberikan tanda rumput (✓) pada pernyataan yang menurut anda mewakili motivasi anda berkunjung ke Desa Wisata Gumbrih dengan kriteria angka 1 – 5, dimana 1 = sangat tidak setuju (STS), 2 = tidak setuju (TS), 3 = netral (N), 4 = setuju (S) dan 5 = sangat setuju (ST).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| Keindahan alam di sekitar desa wisata Gumbrih |  |  |  |  |  |
| Kesejukan wilayah sekitar desa wisata Gumbrih |  |  |  |  |  |
| Keramahtamahan penduduk lokal |  |  |  |  |  |
| Kuliner local yang unik |  |  |  |  |  |
| Kuliner local yang berkualitas |  |  |  |  |  |
| Harga produk yang ditawarkan yang memadai |  |  |  |  |  |
| Produk coklat lokal yang beragam |  |  |  |  |  |
| Tawaran produk-produk organik yang bervariasi |  |  |  |  |  |
| Kegiatan wisata Tirta yang menarik |  |  |  |  |  |
| Produk Virgin Coconut Oil |  |  |  |  |  |
| Produk dan Budidaya Jamur |  |  |  |  |  |
| Kegiatan dan keunikan petani garam |  |  |  |  |  |
| Kegiatan wisata tracking yang menarik |  |  |  |  |  |
| Fasilitas produk kendaraan ATV yang menarik |  |  |  |  |  |
| Tersedianya Bali Reftile Rescue |  |  |  |  |  |
| Adanya keragaman seni tari dan tabuh |  |  |  |  |  |
| Akses menuju Desa Gumbrih yang mudah |  |  |  |  |  |
| Akses menuju objek wisata yang ada di Desa Gumbrih mudah |  |  |  |  |  |

Terima kasih banyak atas kerjasama dan waktu yang sudah anda luangkan dalam mengisi kuesioner ini. Pendapat anda sangat berguna bagi peningkatan pelayanan kami kepada wisatawan.

**QUESTIONNAIRE  
TOURISM MOTIVATION TO GUMBRIH TOURISM VILLAGE**

Dear visitors,

We would like to ask for your cooperation in a research survey, by answering this questionnaire, in order to measure the visitors’ motivation visited Gumbrih Tourism Village. This questionnaire is anonymous and confidential.

1. **Informasi Responden:** berikan tandarumput (√) pada kotak yang sesuai dengan anda

* Gender Male Female
* Age 15 – 25 26 – 35 36 – 45 > 45
* Origin America Australia Europe Japan

others,……………… ……

* Frequency to Gumbrih first time 2 times 3 times > 3 times
* Visit with alone family friends
* Information Gumbrih Village from social media friends colleague

Newspaper others,…………………..…….

1. **Tourist’ Motivation:**

First, fill in the column in the statement that you think represents your motivation to visit Gumbrih Tourism Village using the criteria 1 - 5, where 1 = strongly disagree and 5 = strongly agree.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pernyataan** | **STS**  **(1)** | **TS**  **(2)** | **N**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| The beauty of nature around the Gumbrih tourist village |  |  |  |  |  |
| The coolness of the area around the Gumbrih tourist village |  |  |  |  |  |
| Hospitality of local residents |  |  |  |  |  |
| Unique local cuisine |  |  |  |  |  |
| Quality local cuisine |  |  |  |  |  |
| Prices of products offered are adequate |  |  |  |  |  |
| Diverse local chocolate product |  |  |  |  |  |
| Offering various organic products |  |  |  |  |  |
| Tirta tourism activities are interesting |  |  |  |  |  |
| Virgin Coconut Oil Products |  |  |  |  |  |
| Mushroom Products and Cultivation |  |  |  |  |  |
| Activities and uniqueness of salt farmers |  |  |  |  |  |
| Exciting tracking tour activities |  |  |  |  |  |
| Attractive ATV vehicle product facilities |  |  |  |  |  |
| Bali Reftile Rescue is available |  |  |  |  |  |
| The diversity of dance and percussion |  |  |  |  |  |
| Easy access to Gumbrih Village |  |  |  |  |  |
| Access to attractions in the village of Gumbrih is easy |  |  |  |  |  |

Thanks for your kind cooperation.

Best Regards, Researcher.