

# WISATA KULINER DI YOGYAKARTA

(Studi Kasus Tingkat Kepuasan Konsumen Terhadap Produk dan Penyajian Makanan di Taman Kuliner Condong Catur dan Sentra Gudeg Wijilan)

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## ABSTRACT

This Research aims to explore attractive appeals of Taman Kuliner Condong Catur and Sentra Gudeg Wijilan as the destinations for culinary tourism; to explore the empowerment level of Taman Kuliner Condong Catur and Sentra Gudeg Wijilan development perspective for culinary tourism and to explore the customer satisfaction level towards food products and services in Taman Kuliner Condong catur and Sentra Gudeg Wijilan.

This research was conducted by quantitative research method, in which data was collected through questionnaires by measurable answers using Likert scale. The research finding indicate that 1). Taman Kuliner Condong Catur has potential attractive appeals as a destination for culinary tourism. On average, the customer's visit is lured by its atmosphere/appearance reaching 47,57%, whereas in Sentra Gudeg Wijilan, it is lured by its variety of food reaching 50,49%. 2). The empowerment level in term of the customer's visit frequency reaches 82,52 in Taman Kuliner Condong Catur and 52,43% in Sentra Gudeg Wijilan. Most customers visit both places for not more than three times a month to enjoy the food products and services. 3). The customers satisfaction level towards quqlity of food products in term of menu variety in Taman Kuliner Condong catur and Sentra Gudeg Wijilan is high referring to the fact that the available menus meet the customer's expectation. Meanwhile, the customer satisfaction level towards quality of services in term of quick and well-mannered services in Taman Kuliner Condong catur and Sentra Gudeg Wijilan is also high as the services manage to meet the customer's demand.

Keywords: Cullinary Tourism, Attraction, Customer Satisfaction level.