



INTISARI

Dunia pariwisata saat ini sedang berkembang pesat di berbagai kawasan di dunia. Pariwisata akan berkembang jika mendapat dukungan dari jasa biro perjalanan. Pertumbuhan Biro perjalanan di Surabaya juga sangat pesat. Biro perjalanan memberikan manfaat yang besar bagi

wisatawan, baik wisatawan nusantara dan wisatawan nasional untuk memudahkan wisatawan untuk berwisata. Berdasarkan pada perumusan masalah penelitian, maka tujuan penelitian ini adalah menggambarkan *perceived value* wisatawan nusantara dan wisatawan nasional yang menggunakan biro perjalanan di Surabaya.

Penelitian ini adalah berjenis riset deskriptif, Dimensi dari *perceived value* yaitu *functional value of the travel agency (installations)*, *functional value of the contact personnel of the travel agency (professionalism)*, *functional value of the tourism package purchased (quality)*, *functional value price*, *emotional value*, dan *social value*. Sumber data yang digunakan dalam penelitian ini adalah penelitian berupa kuesioner yang memperoleh data mengenai penilaian *perceived value* pada biro perjalanan di Surabaya.

Secara keseluruhan, persepsi responden terhadap *perceived value* wisatawan nusantara dan wisatawan nasional yang menggunakan biro perjalanan di Surabaya adalah baik. Dimensi *functional value of the tourism package purchased (quality)* adalah dimensi yang dipersepsikan paling baik karena dengan nilai rata-rata tertinggi diantara dimensi *perceived value* lainnya.

Kata kunci: Pariwisata, *perceived value*, wisatawan

ABSTRACT

World tourism is currently growing rapidly in various regions of the world. Tourism will flourish if the support of the travel agency services. Travel agencies in Surabaya growth is also very rapid. Travel agencies provide great benefits for tourists, both domestic and national tourists to

facilitate tourists to travel. Based on the formulation of the research problem, the goal of this study is to describe the perceived value of national tourists and travelers who use travel agents in Surabaya.

This assessment is descriptive research manifold. The dimensions of perceived value that is functional value of the travel agency (installations), functional value of the contact personnel of the travel agency (professionalism), functional value of the tourism package purchased (quality), functional price value, emotional value and social value . Source of data used in this study was a questionnaire study to obtain data on the perceived value assessment at a travel agency in Surabaya.

Overall, respondents' perceptions of perceived value tourists and national tourists who use a travel agency in Surabaya is good. Dimensional functional value of the tourism package purchased (quality) is the dimension of the perceived best because the average value of the highest among other perceived value dimensions.

Keywords: Tourism, perceived value, tourists

