

***The Influence of Tour Guide Knowledge and Skills on Tourist Experiences at
Pura Mangkunegaran Surakarta***

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ABSTRACT

This study aims to analyze the influence of tour guides' knowledge and skills on tourist experiences at Pura Mangkunegaran Surakarta. The research employed a quantitative method with a descriptive approach. A total of 100 tourists who had participated in a guided tour at Pura Mangkunegaran Surakarta were selected as respondents through a purposive sampling technique. Data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics version 25. The results indicate that tour guides' knowledge and skills have a positive and statistically significant influence on tourist experiences, with significance values of 0.000 (< 0.05) for both variables. Furthermore, the simultaneous test results demonstrate that the two independent variables jointly have a significant influence on tourist experiences, as evidenced by an F-value of 136.282 and a significance value of 0.000 (< 0.05). The coefficient of determination (R^2) value of 0.732 indicates that tour guides' knowledge and skills explain 73,2% of the variance in tourist experiences, while the remaining 26.8% is attributable to other factors not examined in this study. These findings suggest that enhancing tour guides' competencies is essential for improving the quality of tourist experiences and creating more meaningful and memorable tourism experiences at Pura Mangkunegaran Surakarta.

Keywords: Tour Guide, Knowledge, Skills, Tourist Experience, Pura Mangkunegaran Surakarta