

***Analysis of Tourist Perception Toward The Service Performance Of Tirta
Abirawa Performance At Vredeburg Fortress Museum Yogyakarta***

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ABSTRACT

This study aims to analyze tourists' perception of the service quality of the Tirta Abirawa Performance using the *Service Performance* (SERVPERF) approach, as well as to identify the SERVPERF dimension that receives the most dominant assessment in that service performance. The study used a quantitative descriptive method with a sample of 100 tourist respondents determined through purposive sampling. Data were collected through a questionnaire using a 1-5 Likert scale across 20 statement items covering five SERVPERF dimensions, namely *Tangible*, Reliability, Responsiveness, Assurance, and Empathy. The results show that tourists' overall perception of the Tirta Abirawa Performance's service quality falls into the Very Good category, with a final score of 81.99% (rounded to 82.0%). At the dimension level, Responsiveness and Empathy were the most dominant dimensions, each scoring 88.25% (Very Good), followed by Assurance at 88.06% (Very Good), while *Tangible* (76.06%) and Reliability (69.31%) fell into the Good category and were the two lowest-scoring dimensions. Of the 20 statement items, 17 items were categorized as Very Good, with the highest score on staff friendliness (90.25%), while three items fell into the Fair category, namely the smoothness of the performance without technical disruption (49.75%), the comfort of supporting facilities (51.00%), and the consistency of the performance schedule (54.00%). This study concludes that the main strength of the Tirta Abirawa Performance's service lies in the interpersonal aspects of staff service, particularly responsiveness, assurance, and empathy, while its main weakness lies in the technical reliability and physical evidence aspects of the performance, forming the basis for improvement recommendations for the management of Vredeburg Fortress Museum.

Keyword: *Tourist Perception, Service Performance, Vredeburg Fortress Museum, Tirta Abirawa Performance*