

ABSTRACT

Pangandaran is one of the regencies in West Java Province which has many interesting tourist destinations. Reduced number of visitors to Pangandaran Beach caused by condition of tourism object, accessibility, infrastructure (hotel, restaurant, art shop, money changer, clean water network service) and also assessed due to other social problems. This creates a bad image of Pangandaran beach in the tourists perceptions.

This study has to determine the effect of the image of tourist destinations (Citra Destination) to the satisfaction of visitors at the Tourism Office Pangandaran. Image Destination is a brand image within the tourism context. While customer satisfaction is a thing that became the company's expectations especially in the field of hospitaliti. Visitor satisfaction is obtained when the needs and desires of visitors are met, one of which is the Image Citra Destination. Hypothesis of this research is "The image of Destination has a significant effect on Visitor Satisfaction".

The method used is quantitative method with the type of research in the form of descriptive study and perifikatif through the spreading of questionnaires to 100 respondents. The sampling technique using purposive sampling with the population of the archipelago tourists came from outside Pangandaran. This data analysis uses simple descriptive and linear regression analysis.

The results of this study indicate that the variable image of the positive positive impact on visitor satisfaction. The test results were done by partial test (t test) and resulted in the conclusion that the null hypothesis was rejected. It is well known that the satisfaction of the visitors is influenced by the Image of Destination.

Based on the results of the study, should the local government and tourism business actors maintain the image of Pangandaran Tourism and increase the intensity of tourist visits by promoting all types of attractions attractions.

Keywords : Destination Image, Tourist Satisfaction, Tourism