

ABSTRACT

This research aims to analyze the level of importance and performance of service quality and measure the level of tourist satisfaction with service quality in the Ciwidey tourist destination. The research method uses a quantitative approach by collecting data through a questionnaire instrument from 110 tourists who visited the Ranca Upas and Kawah Putih tourist destinations. The collected data will be analyzed using the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) techniques. From the research results, it can be seen that the overall level of tourist perception is measured. This research analyzes tourists' perceptions of tourist destinations in Ranca Upas and Kawah Putih. Based on the data obtained, the level of importance and performance of the Kawah Putih and Ranca Upas tourist destinations is appropriate. This is because the service quality performance at this destination has exceeded the level of importance, however there are several attributes that are the main priority for improvement, because the level of performance is lower compared to the level of importance. Performance rated higher than importance indicates that tourists' experiences exceed their expectations. The Customer Satisfaction Index (CSI) results of 68.46% illustrate the level of satisfaction that tourists feel satisfied with the quality of service at the destination. It is hoped that the results of this research can provide guidance to tourist destination managers in improving the tourist experience in the area, especially in terms of the main priorities that must be improved.

Keywords: Performance, Service quality, tourist destinations,