ABSTRACT

The quality performance of hotels and restaurants in the Ciwidey tourist area experiences quite a few problems which cause guests to experience dissatisfaction caused by poor service, poor cleanliness, and poor hotel and restaurant facilities so that consumers give a lot of criticism both directly and through social media, especially google review. Therefore, the aim of this research was to determine developments in the quality performance of hotels and restaurants in the Ciwidey tourist area and to determine the level of guest satisfaction. This research method is a survey method with a quantitative approach, namely to determine the level of importance and performance satisfaction of tourists who have visited several hotels and restaurants in the Ciwidey area. The objects of this research are Ciwidey Valley Resort, Glamping Lakeside Situ Patenggang, and Puri Sakanti Nature Family Resort. The data collection technique in this research was by distributing questionnaires to 120 respondents who had visited hotels and restaurants in the Ciwidey area. The data analysis technique in this study uses Importance-Performance Analysis (IPA) and the Customer Satisfication Index (CSI). Based on the results of the Import Performance Analysis (IPA) that the interests and performance of hotels and restaurants in the Ciwidey area there are still a number of things that have not fulfilled the desires that are considered important by consumers. So that this should be a top priority for hotels and restaurants in the Ciwidey area in improving their service performance. So that all the elements in hotels and restaurants in the Ciwidey area can be even better.There are also things that have not fulfilled consumer desires, based on the results of the Customer Satisfaction Index (CSI) Analysis of hotels and restaurants in the Ciwidey area, obtaining satisfaction criteria in serving consumers. However, it is necessary to improve performance and quality for companies that own hotels and restaurants to increase the level of customer satisfaction. In addition, hotels and restaurants need to pay more attention and make it a priority to improve performance in Quadrant I and reduce priority to Quadrant IV and keep trying to improve aspects in Quadrant III to avoid bad consumer ratings. In addition, maintaining the aspects in Quadrant II.

Keywords: Hotel Quality,Restaurant Quality,Performance,Ciwidey Area