

ABSTRACT

One of the strategic efforts in maintaining visitor satisfaction and loyalty can be done by maintaining the Quality of Attractions, Management and Image. This study aims to explore the extent to which the level of visitor satisfaction with the Quality of Attractions, Management and Image in tourist destinations in the West Bandung area. Respondents who provide information in this study are tourists who meet the requirements as respondents to be able to fill out and provide the information needed when filling out the questionnaire. The number of respondents was 110 people with the subject of 4 destinations, namely The great Asia Africa, Floating Market, Cikahuripan River and Farmhouse Lembang. The analysis technique used in this study was measured using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. The results showed that based on the CSI (Customer Satisfaction Index) of 83.35%, it shows that visitors to tourist destinations in the West Bandung area feel (Very Satisfied). Based on the gap analysis (GAP), the analysis obtained is that the performance score value of 66.65 is smaller than the expectation score of 71.22 so that the performance level of the quality of Attractions, Management and Image is still far from the expectations of visitors to tourist destinations in West Bandung. The results of this study can be used as material for consideration and evaluation of the quality of performance of Attractions, Management and Image that have been developed.

Keywords: Performance, Quality, Attraction, Management, C