

ABSTRACT

TWA Tangkuban Perahu is one of the leading destinations in West Java. Evidenced by the number of visitors who visited TWA Tangkuban Perahu. However, in 2016 to 2019 there was a decrease in the number of visitors and income received. The purpose of this study was to determine and analyze about service quality, price, and promotion at Taman Wisata Alam (TWA) Tangkuban Perahu.

This study uses quantitative descriptive research. Sampling technique used was accidental sampling type under nonprobability sampling, with the total number of 100 respondents who were TWA Tangkuban Perahu visitors. Data collected through a questionnaire. The data analysis technique used in this study is descriptive analysis and importance performance analysis (IPA) to find out which attributes are prioritized for improvement and which attributes have good performance so that must be maintained.

Based on the results the descriptive analysis is known that the entire variable is have lower performance scores than importance scores, and the promotion variable has the lowest performance score 57,9% when compared to the variable service quality and price which is quite good, while the importance score of the promotion variable is 73.6% which is an important category. The results of the importance performance analysis (IPA) method using the SPSS version 22 application, there are two indicators in quadrant A that must be corrected, twelve indicators in quadrant B whose performance has been successful, nine indicators in quadrant C that must be improved, and one indicator in quadrant D that is considered excessive. Based on this, we suggests that companies improve the performance of several indicators of price, especially regarding compliance with the benefits and quality of services which are the main priority of improvement in order to increase visitor satisfaction.