

ABSTRACT

Pangandaran Beach has beautiful beach, nature reserves, and a variety of flora and fauna. In addition to offering its natural beauty, Pangandaran Beach also provides several facilities and services to be enjoyed by tourists who visit. With some additional objects, facilities and services provided cannot meet visitor satisfaction, based on some complaints from visitors. Therefore, the department Tourism and Culture as a tourist attraction manager Pangandaran Beach should be able to develop and improve services that are still a complaint for visitors. This research aims to know the level of visitor satisfaction to the services provided by the manager of Pangandaran Beach attractions using Fuzzy-Servqual and Importance Performance Analysis (IPA) methods. The results of this study of 25 indicators from literature studies and preliminary questionnaires have negative values from gap calculations conducted, meaning that visitors are not satisfied with the services provided by the manager of Pangandaran Beach attraction. Because the overall indicator has a negative value, then the IPA analysis is carried out to find out the indicators that are the top priority for improvement such as the cleanliness of the sea and beach, the availability of money change, the existence of a wide internet connection from various providers in tourist areas, and the availability of medical assistance services in an emergency.

Keywords: Tourism, Customer Satisfaction, Service Quality, Importance Performance Analysis.