

ABSTRACT

The level of visitor satisfaction with the quality performance of accommodation, transportation, and restaurants in tourist destinations in the West Bandung Area is the result of strategic efforts to maintain visitor satisfaction and loyalty. The purpose of this study was to determine the extent to which the level of visitor satisfaction with the performance of the quality of accommodation, transportation, and restaurants in tourist destinations in the West Bandung Area. One of the efforts in maintaining visitor satisfaction and loyalty can be done by maintaining the quality of accommodation, transportation, and restaurants. 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 who had stayed at resorts or visited restaurants in the West Bandung area. 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 81.51%, it shows that visitors to the West Bandung Area Tourism Destinations are very satisfied. Based on the gap analysis (GAP), the analysis obtained is that the performance score value of 73.32 is smaller than the expectation score of 78.30 so that the performance level of the quality of accommodation, transportation, and restaurants 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 service and value for money that has been developed.

Keywords: Performance, Quality, Accommodation, Transportation, Restaurant, Tourism Destination, West Bandung