ABSTRACT

Destination. The quality of tourist attractions is a determining factor in tourist decision making to choose and recommend certain tourist destinations. This study aims to analyze the quality of tourist attractions in Dreamland Cicalengka as one of the popular tourist destinations in the area. Because it measures quality with 7 dimensions of tourism attributes, researchers use quantitative research by collecting data in the form of structured questionnaires based on tourist expectations and the performance of companies or managers of a tourist destination. Using the research method analysis of the Customer Satisfaction Index (CSI) and Important Performance Analysis (IPA). Based on the 7 dimensions of the quality of tourist attractions, it is known that the level of expectations and performance of Dreamland Cicalengka tourist attractions based on CSI analysis starts with the dimensions of uniqueness and diversity: 82.9%, tourist information: 88.2%, public facilities: 87.5%, accessibility: 87.7%, human resources: 87.5%, service: 93.6%, and cleanliness dimension: 96.9% highest level of satisfaction in the cleanliness dimension (96.9%) attention or care of managers towards the importance of maintaining cleanliness is implemented by trash cans in every tourist corner.

Keywords: *Tourist Destinations, Quality, Tourist Attractions, Tourists*