

ABSTRAK

ANALISIS KEPENTINGAN DAN KINERJA ATRIBUT DESTINASI WISATA TAMAN WISATA ALAM WIRA GARDEN DI BANDAR LAMPUNG

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Daya tarik setiap objek wisata terbentuk dari berbagai aspek dan faktor yang sering disebut atribut. Tujuan penelitian ini adalah untuk mengetahui atribut yang dinilai penting dan yang dinilai puas kinerjanya, serta untuk menganalisis atribut-atribut apa yang perlu dipertahankan dan ditingkatkan kinerjanya di destinasi Taman Wisata Wira Garden. Penelitian ini dilaksanakan pada akhir Oktober sampai dengan akhir November 2022. Jumlah sampel responden yang diambil sebanyak 60 orang. Metode analisis datanya adalah *Importance Performance Analysis (IPA)*. Hasil penelitian menunjukkan bahwa terdapat 14 atribut yang dinilai penting oleh wisatawan dan ada 9 atribut yang kinerjanya memuaskan. Berdasarkan IPA, ada 8 atribut yang perlu dipertahankan kinerjanya dan ada 6 atribut yang perlu ditingkatkan kinerjanya.

Kata Kunci: Destinasi wisata, Atribut, *Importance Performance Analysis*

ABSTRACT

ANALYSIS OF IMPORTANCE AND PERFORMANCE ATTRIBUTES OF TOURISM DESTINATION WIRA GARDEN TOURIST PARK IN BANDAR LAMPUNG

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The attractiveness of each tourist object is formed from various aspects and factors which are often called attributes. The purpose of this research was to find out the attributes that were considered important and those whose performance were considered satisfactory, and to analyze what attributes needed to be maintained and improved their performances at the Wira Garden Tourism Park destination. This research was carried out from the end of October to the end of November 2022. The number of sample respondents was taken as many as 60 people. The data analysis method was Importance Performance Analysis (IPA). The results of the study showed that there were 14 attributes that were considered important by tourists and there were 9 attributes whose performance was satisfactory. Based on IPA, there were 8 attributes whose performance needed to be maintained and there were 6 attributes whose performance needed to be improved.

Keywords: Tourist destinations, Attributes, Importance Performance Analysis