

## ABSTRAK

### TINGKAT KEPUASAN PENGUNJUNG DAN DAMPAK PENGEMBANGAN WISATA ALAM LENGKUNG LANGIT 2 TERHADAP PEREKONOMIAN WILAYAH

Oleh

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Penelitian ini bertujuan untuk menganalisis: (1) tingkat kepuasan pengunjung terhadap kunjungan ke Wisata Lengkung Langit 2, (2) nilai ekonomi Wisata Lengkung Langit 2, (3) dampak ekonomi Wisata Lengkung Langit 2 terhadap masyarakat. Penelitian ini merupakan penelitian studi kasus. Penelitian ini melibatkan 127 responden yang terdiri dari 100 responden pengunjung, 20 responden tenaga kerja wisata alam Lengkung Langit 2 dan 7 responden pelaku unit usaha. Penelitian dilaksanakan pada bulan Juli hingga Desember 2022. Tujuan (1) digunakan analisis *Customer Satisfaction Index (CSI)* dan *Importance Performance Analysis (IPA)*, (2) digunakan analisis *Travel Cost Method*, (3) digunakan analisis *Keynesian Multiplier Effect*. Hasil penelitian menunjukkan bahwa nilai kepuasan konsumen terhadap kunjungan wisata alam Lengkung Langit 2 sebesar 79,029 persen, yang berarti memuaskan pengunjung, Nilai ekonomi wisata alam Lengkung Langit 2 sebesar Rp35.017.101.187 per tahun. Dampak ekonomi langsung dari wisata alam Lengkung Langit 2 terhadap masyarakat masih rendah karena nilai *Keynesian Income Multiplier* hanya sebesar 0,58. Dampak ekonomi tidak langsung dari wisata alam Lengkung Langit 2 cukup tinggi karena nilai *Ratio Income Multiplier Tipe 1* sebesar 5,67. Dampak lanjutan dari adanya wisata alam Lengkung Langit 2 tinggi karena nilai *Ratio Income Multiplier Tipe 2* sebesar 9,57.

Kata kunci : Kepuasan wisatawan, biaya perjalanan, nilai ekonomi, dampak ekonomi

## **ABSTRACT**

### **LEVELS OF VISITOR SATISFACTION AND THE IMPACT OF LENGKUNG LANGIT 2 NATURAL TOURISM ON THE REGIONAL ECONOMY**

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*This study aims to analyze: (1) the level of visitor's satisfaction with visits to Lengkung Langit 2 Nature Tourism, (2) the economic value of Lengkung Langit 2 Nature Tourism, (3) the economic impact of Lengkung Langit 2 Nature Tourism on society. This research is a case study. This study involved 127 respondents consisting of 100 visitors, 20 employees of Lengkung Langit 2 Nature Tourism and 7 business actors. The research was conducted from July to December 2022. Objectives (1) used the analysis of the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), (2) used the analysis of the Travel Cost Method, (3) used the analysis of the Keynesian Multiplier Effect. The results of the study show that the value of consumer satisfaction is as much as 79.029 percent, which means the visitors were satisfied, the economic value of Lengkung Langit 2 Nature Tourism is IDR 35,017,101,187 per year. The direct economic impact of the Lengkung Langit 2 Tourism on society is still low because the Keynesian Income Multiplier value is only 0.58. The indirect economic impact of Lengkung Langit 2 Nature Tourism is quite high because the value of the Type 1 Income Multiplier Ratio is 5.67. The follow-up impact of the existence of Lengkung Langit 2 Nature Tourism is high because the Type 2 Income Multiplier Ratio is 9.57. The indirect economic impact of the Arch of Lengkung Langit 2 Nature Tourism is quite high because the value of the Type 1 Income Multiplier Ratio is 5.67. The follow-up impact of the existence Lengkung Langit 2 Nature Tourism is high because the Type 2 Income Multiplier Ratio is 9.57. The indirect economic impact of the Arch of Lengkung Langit 2 Nature Tourism is quite high because the value of the Type 1 Income Multiplier Ratio is 5.67. The follow-up impact of the existence of Lengkung Langit 2 Nature Tourism is high because the Type 2 Income Multiplier Ratio is 9.57.*

*Keywords: Tourist satisfaction, travel costs, economic value, economic impact*