

## **ABSTRACT**

### **ANALYSIS OF IMPORTANCE AND PERFORMANCE ATTRIBUTES OF TOURISM DESTINATION PUNCAK MAS BANDAR LAMPUNG**

**Oleh**

**Medi Muhdani**

*Puncak Mas destination is one of the tourism destinations in Lampung Province. The attractiveness of the Puncak Mas destination can be seen in the attributes found in Puncak Mas. The aim of this research is to analyze what attributes need to be improved and maintained in Puncak Mas performance. The sample of respondents was taken from the Puncak Mas visitor population which was selected in stages. Each week interviews were conducted three to four times namely on one weekday and two weekend days. The number of respondents was 70 respondents while the attributes analyzed were 17 attributes. The data was processed using the Importance Performance Analysis method. The results of the research show that there are six attributes whose performance needs to be maintained, namely cleanliness of tourist areas, cleanliness of toilets, availability of rubbish bins, tourist safety, tourist comfort, and availability of tree houses. Furthermore, the results of the research show that there are five attributes whose performance needs to be improved, namely ticket prices, speed of officers in providing services, availability of worship facilities, friendliness and politeness of officers, and availability of parking spaces.*

*Keywords : attributes, importance, performance, puncak mas.*

## **ABSTRAK**

### **ANALISIS KEPENTINGAN DAN KINERJA ATRIBUT DESTINASI WISATA PUNCAK MAS BANDAR LAMPUNG**

**Oleh**

**Medi Muhdani**

Destinasi Puncak Mas merupakan salah satu pariwisata yang terdapat di Provinsi Lampung. Daya tarik destinasi Puncak Mas dapat dilihat pada atribut-atribut yang terdapat di Puncak Mas. Tujuan penelitian ini adalah menganalisis atribut – atribut apa saja yang yang perlu ditingkatkan dan dipertahankan kinerjanya di Puncak Mas. Sampel responden diambil dari populasi pengunjung Puncak Mas yang dipilih secara bertahap. Tiap minggu dilakukan wawancara tiga sampai empat kali yaitu pada satu hari kerja dan dua hari akhir pekan. Jumlah responden sebanyak 70 responden sedangkan atribut yang dianalisis berjumlah 17 atribut. Data diolah dengan menggunakan metode *Importance Perfomance Analysis*. Hasil penelitian menunjukkan bahwa terdapat enam atribut yang perlu dipertahankan kinerjanya, yaitu kebersihan area wisata, kebersihan toilet, ketersediaan tempat sampah, keamanan wisatawan, kenyamanan wisatawan, dan ketersediaan rumah pohon. Selanjutnya hasil penelitian menunjukkan bahwa terdapat lima atribut yang perlu ditingkatkan kinerjanya, yaitu harga tiket, kecepatan petugas dalam melakukan pelayanan, ketersediaan fasilitas ibadah, keramahtamahan dan kesopanan petugas, dan ketersediaan lahan parkir.

Kata kunci: atribut, kepentingan, kinerja, puncak mas.