

ABSTRACT

DIFFERENCES IN ASSESSMENT BETWEEN WEEKDAY AND WEEKEND VISITORS ON THE ATTRIBUTES OF KAMPOENG VIETNAM TOURIST ATTRACTION IN BANDAR LAMPUNG CITY

By

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This research aims to analyze the differences between weekday visitors and weekend visitors in assessing and ranking the importance attributes of the Kampong Vietnam tourist attraction, as well as to identify which attributes need to be improved and which should be maintained in terms of performance. This research uses a survey method by interviewing 35 samples of weekday visitors and 35 samples of weekend visitors on 16 attributes. The sample selection was conducted using probability sampling methods. Data analysis using the Mann-Whitney test and Importance Performance Analysis (IPA). The results of the Mann-Whitney test indicate that there is a significant difference between the assessments of weekday visitors and weekend visitors regarding the importance level of the attributes of amusement rides, accommodations, and the tranquility of tourists. The ranking results from weekday visitor assessments indicate that the attributes of photo spots, scenery, and air quality are the highest rated; while the weekend visitor assessments show that the attributes of price, photo spots, and play attractions received the highest rankings. Meanwhile, the IPA results indicate that there are six attributes with different levels of importance and performance between weekday visitors and weekend visitors. Furthermore, the combined results of the IPA analysis for weekday visitors and the IPA for weekend visitors conclude that there are five attributes that need improvement and eight attributes that should maintain their performance.

Keywords: *attribute, importance performance analysis (ipa), mann-whitney, weekday visitors and weekend visitors.*

ABSTRAK

PERBEDAAN PENILAIAN ANTARA PENGUNJUNG HARI KERJA DAN AKHIR PEKAN TERHADAP ATRIBUT OBJEK WISATA KAMPOENG VIETNAM DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis perbedaan pengunjung hari kerja dan pengunjung akhir pekan dalam menilai, serta merangking atribut kepentingan objek wisata Kampong Vietnam dan mengidentifikasi atribut-atribut apa saja yang perlu ditingkatkan dan dipertahankan kinerjanya. Penelitian ini menggunakan metode survei dengan mewawancarai 35 sampel responden pengunjung hari kerja dan 35 pengunjung akhir pekan pada 16 atribut. Pemilihan sampel dilakukan dengan metode *probability sampling*. Analisis data menggunakan uji *Mann-Whitney* dan *Importance Performance Analysis (IPA)*. Hasil uji *Mann-Whitney* menunjukkan bahwa terdapat perbedaan yang signifikan antara penilaian pengunjung hari kerja dan pengunjung akhir pekan terhadap tingkat kepentingan atribut wahana bermain, penginapan, dan ketenangan pengunjung berwisata. Hasil perangkingan pada penilaian pengunjung hari kerja menunjukkan bahwa atribut spot foto, pemandangan, dan udara; dan pada penilaian pengunjung akhir pekan menunjukkan bahwa atribut harga, spot foto, dan wahana bermain mendapatkan rangking tertinggi. Sementara, hasil IPA menunjukkan bahwa terdapat enam atribut yang berbeda kepentingan dan kinerjanya antara pengunjung hari kerja dan pengunjung akhir pekan. Selanjutnya, hasil gabungan analisis IPA pada pengunjung hari kerja dan IPA pada pengunjung akhir pekan menyimpulkan bahwa ada lima atribut yang perlu ditingkatkan dan delapan atribut yang perlu dipertahankan kinerjanya.

Kata kunci: atribut, *importance performance analysis (ipa)*, *mann-whitney*, pengunjung hari kerja dan pengunjung akhir pekan.