

ABSTRACT

ANALYSIS OF WILLINGNESS TO PAY, VISITOR SATISFACTION, AND TOURISM DEVELOPMENT STRATEGY OF TIRTA SHINTA DAM, NORTH KOTABUMI DISTRICT, NORTH LAMPUNG REGENCY

By

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This study aims to (1) analyze visitors willingness to pay for services and facilities, (2) measure visitor satisfaction, and (3) determine development strategies for tourism at Bendungan Tirta Shinta in North Kotabumi District, North Lampung Regency. The research was conducted using a survey method at the Bendungan Tirta Shinta tourist site. The respondents consisted of 70 visitors and 8 external stakeholders. Visitors' willingness to pay was analyzed using the Contingent Valuation Method (CVM), visitor satisfaction was analyzed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), and development strategies were formulated using SWOT and QSPM analyses. The average willingness to pay was IDR 19,714.28 per visitor. The level of visitor satisfaction reached a Customer Satisfaction Index of 75.66%, indicating that visitors were generally satisfied. The Importance Performance Analysis revealed that attributes such as road conditions, availability of toilet and worship facilities, and modern promotion fall into the main priority quadrant and require improvement. The priority strategy identified is to leverage government support and active involvement in improving road conditions leading to the tourist destination.

Key words: QSPM, SWOT, Willingness to Pay

ABSTRAK

ANALISIS *WILLINGNESS TO PAY*, KEPUASAN PENGUNJUNG DAN STRATEGI PENGEMBANGAN WISATA BENDUNGAN TIRTA SHINTA KECAMATAN KOTABUMI UTARA KABUPATEN LAMPUNG UTARA

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Penelitian ini bertujuan untuk (1) menganalisis kesediaan membayar pengunjung terhadap layanan dan fasilitas, (2) menghitung kepuasan pengunjung, dan (3) menentukan strategi pengembangan pariwisata Bendungan Tirta Shinta di Kecamatan Kotabumi Utara, Kabupaten Lampung Utara. Penelitian ini dilakukan dengan menggunakan metode survei di lokasi wisata Bendungan Tirta Shinta, Kecamatan Kotabumi Utara, Kabupaten Lampung Utara. Jumlah responden terdiri dari 70 pengunjung dan 8 pemangku kepentingan eksternal. Kesediaan membayar pengunjung dianalisis menggunakan *Contingent Valuation Method*, kepuasan pengunjung dianalisis menggunakan *Customer Satisfaction Index* dan *Importance Performance Analysis*, dan strategi pengembangan dianalisis menggunakan SWOT dan QSPM. Rata-rata kesediaan membayar adalah Rp19.714,28 per pengunjung. Kepuasan pengunjung mencapai Indeks Kepuasan Pelanggan sebesar 75,66%, menunjukkan bahwa pengunjung secara umum merasa puas. *Importance Performance Analysis* mengungkapkan bahwa atribut-atribut seperti kondisi jalan, ketersediaan toilet dan fasilitas ibadah, serta promosi modern berada di kuadran prioritas utama dan memerlukan perbaikan. Strategi yang dapat dijadikan prioritas adalah “memanfaatkan dukungan dan peran aktif pemerintah untuk memperbaiki kondisi jalan menuju objek wisata”

Kata kunci: Kesediaan membayar, SWOT, QSPM