

ABSTRACT

Indonesia is one of the largest archipelagic countries, the third largest foreign exchange earner, namely the tourism sector. Central Java is one of the provinces in Indonesia with many tourists coming from 2019 to 2021, one of which is a tourist attraction in Banyumas Regency to be precise in Pakunden, Kampung Nopia Banyumas Tourism Village. The number of visitors to the Nopia Banyumas Tourism Village in 2019-2022 has an average number of visitors that is not stable and 70% of visitors stated that there were several complaints about service quality during their visit. This study aims to determine the level of visitor satisfaction with service quality, determine which services will be improved or maintained and find suggestions for improvement. Researchers used 100 respondents, based on calculations using the lemeshow formula. The consumer level can be measured using the 7 Sapta Pesona and 4A satisfaction dimensions. This study uses the CSI method and the IPA method.

Based on CSI calculations, the level of visitor satisfaction in Kampung Nopia Banyumas Tourism Village is 77.8%, which falls into the satisfied category. This shows that visitors are satisfied with the service when visiting Nopia Banyumas Tourism, even though there is a tension (gap) between performance and the importance of each statement. Visitors' expectations of the performance provided by officers are still too high. The interest level of visitors is determined by analysis using the IPA method, which produces an average expectation value of 4.41 and a performance value of 4.28. However, based on the results of the Cartesian diagram, there are indicators for quadrants I, Top Priority and III, which are included in low priority, so there is a need for service improvement.

Keywords: Services Quality, 7 Sapta Pesona, 4A, CSI, IPA.