

**ANALISIS PERSEPSI WISATAWAN TERHADAP KUALITAS FASILITAS  
DAN PELAYANAN DI WANA WISATA AIR PANAS CIBOLANG  
KABUPATEN BANDUNG**

**ABSTRAK**

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Cibolang eco-tourism is aWana wisata air panas Cibolang merupakan salah satu destinasi wisata di Kabupaten Bandung. Kualitas fasilitas dan pelayan sangat berpengaruh kepada kenyamanan wisatawan. Namun fasilitas dan pelayanan di wana wisata tersebut belum maksimal. Penelitian ini bertujuan untuk melihat bagaimana persepsi wisatawan terhadap kualitas fasilitas dan pelayanan di wana wisata air panas Cibolang serta memberikan gambaran akan fasilitas dan pelayanan guna memaksimalkan potensi yang ada di wana wisata air panas Cibolang. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kualitatif. Populasi pada penelitian ini adalah pengunjung wana wisata air panas Cibolang. Sedangkan sample yang diambil sebanyak 99 orang yang merupakan bagian dari populasi. Berdasarkan hasil penelitian diperoleh bahwa kualitas fasilitas dan pelayanan berpengaruh terhadap karakteristik wisatawan yang datang mengunjungi wana wisata air panas Cibolang. Hasil persepsi wisatawan terhadap kualitas fasilitas dan pelayanan di wana wisata air panas Cibolang yakni cukup baik. Dalam penelitian ini diharapkan bahwa pihak pengelola wana wisata air panas Cibolang dapat lebih memperhatikan kualitas fasilitas dan pelayanan agar memberikan kenyamanan bagi wisatawan.

**Kata Kunci: Persepsi Wisatawan, Kualitas Fasilitas, Kualitas Pelayanan**

***AN ANALYSIS OF VISITORS' PERCEPTION AGAINST QUALITY OF  
FACILITIES AND SERVICE IN CIBOLANG ECO-TOURISM HOT SPRING  
WATER BANDUNG REGENCY***

***ABSTRACT***

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*Cibolang Eco-tourism hot spring water is one of the tourist destinations in Bandung Regency. The quality of the facilities and the services was very affect to the comfort of visitors'. However, facilities and services in that place is not maximized. This research aims to look at how visitors' perception of the quality of facilities and services in ecotourism hot spring water as well as provide an overview to Cibolang facilities and services in order to maximize their potential in Cibolang ecotourism hot spring water. This research used quantitative methods with qualitative approach. The population in this research was a visitors' Cibolang ecotourism hot spring water. Samples of this research taken of 99 people who were part of the population. The result of this research showed that the quality of facilities and services characteristics affect the visitors' who come to visit Cibolang eco-tourism hot spring water. The result of visitors' perceptions of the quality of facilities and services in Cibolang eco-tourism hot spring water is good enough. In this research it is expected that the manager of Cibolang ecotourism hot spring water can aware more attention to the quality of facilities and services that provide a comfort for travelers.*

***Keywords: Guest Perception, Quality of Facilities, Quality of Service***