

ABSTRAK
PENGARUH DAYA TARIK WISATA TERHADAP KEPUASAN
WISATAWAN DI KAMPUNG TOGA
KABUPATEN SUMEDANG

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Kampung Toga merupakan salah satu objek wisata yang berada di Kabupaten Sumedang. Berdasarkan data jumlah kunjungan wisatawan, tingkat kunjungan wisatawan di Kampung Toga cenderung mengalami penurunan. Dengan menurunnya jumlah kunjungan wisatawan tersebut, maka perlu dipertanyakan mengenai daya tarik dan kepuasan wisatawan di Kampung Toga. Hal tersebut melatarbelakangi penelitian mengenai pengaruh daya tarik wisata terhadap kepuasan wisatawan di Kampung Toga Kabupaten Sumedang. Tujuan dari penelitian ini yaitu untuk mengidentifikasi daya tarik wisata dan kepuasan wisatawan serta untuk menganalisis pengaruh daya tarik wisata terhadap kepuasan wisatawan di Kampung Toga. Metode yang digunakan dalam penelitian ini adalah deskriptif. Analisis data yang digunakan yaitu analisis deskriptif untuk menganalisis daya tarik wisata dan kepuasan wisatawan serta analisis regresi linier sederhana untuk menganalisis pengaruh daya tarik wisata terhadap kepuasan wisatawan. Hasil penelitian menunjukkan bahwa daya tarik wisata berdasarkan atraksi wisata berupa keragaman, keindahan, dan keunikan atraksi wisata dinilai baik. Aksesibilitas wisata berupa kondisi jalan, kemudahan, dan jenis kendaraan yang dapat digunakan dinilai baik. Fasilitas wisata berupa sarana informasi, sarana peribadatan, toilet dan air bersih, sarana kebersihan, lahan parkir serta sarana keamanan dinilai baik sedangkan ketersediaan toko cenderamata dinilai kurang. Aktivitas wisata berupa menikmati pemandangan, berenang, dan berfoto dinilai baik sedangkan untuk aktivitas paralayang dan melihat kebun tanaman berkhasiat obat dinilai sedang. Akomodasi berupa penginapan dan restoran dinilai baik. Daya tarik wisata di Kampung Toga berpengaruh signifikan terhadap kepuasan wisatawan. Kepuasan wisatawan dipengaruhi 53,1% oleh daya tarik wisata. Rekomendasi dalam penelitian yaitu mengelola kembali kebun tanaman obat keluarga, meningkatkan atraksi dan aktivitas paralayang, serta menyediakan toko cenderamata.

Kata Kunci: *Daya Tarik Wisata, Kepuasan Wisatawan.*

¹ Pembimbing 1

² Pembimbing 2

ABSTRACT
THE INFLUENCE OF TOURISTS ATTRACTION TO THE SATISFACTION OF
TOURISTS IN KAMPUNG TOGA
SUMEDANG REGENCY

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Kampung Toga is one of tourist attraction located in Sumedang Regency. Based on data of tourist visits, the level of tourist arrivals in Kampung Toga tend to decrease. With the declining number of it, the attraction and satisfaction of tourists in Kampung Toga becomes necessary to be studied. As of the research on the influence of tourist attraction to the satisfaction of tourists in Kampung Toga Sumedang Regency was conducted. The purpose of this research are to identify tourist attraction and tourist satisfaction and to analyze the influence of tourist attraction to the satisfaction of tourists in Kampung Toga. The method used in this research is descriptive. Data analysis used is descriptive analysis to analyze tourist attraction and tourist satisfaction and analysis of simple linear regression to analyze the influence of tourist attraction to the satisfaction of tourists. The results showed that the tourist attraction based on tourist attractions in the form of diversity, beauty, and the uniqueness of tourist attractions are considered good. Tourism accessibility in the form of road conditions, ease, and types of vehicles that can be used is considered good. Tourism facilities in the form of information facilities, means of praying room, toilets and clean water, hygiene facilities, parking lots and security facilities are considered good, while the availability of souvenir shops is considered deficient. Tourism activities in the form of enjoying the scenery, swimming and photographing is considered good, while for paragliding activities and seeing the medicinal plant gardens are considered adequate. Accommodation in the form of lodging and restaurant is considered good. The tourist attraction in Kampung Toga has a significant effect on the satisfaction of tourists. Traveler's satisfaction is influenced by 53.1% by tourist attraction. Recommendations in the research are to rearrange the family's medicinal plant gardens, enhance attractions and paragliding activities, and provide souvenir shops.

Keywords: *Tourist Attractions, Tourist Satisfaction*