

# DAYA TARIK WISATA DAN DAYA DUKUNG FISIK MARIBAYA TERHADAP KEPUASAN WISATAWAN

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## ABSTRAK

Maribaya merupakan daya tarik wisata alam di Kecamatan Lembang yang baru dibuka kembali pada tahun 2015 setelah direvitalisasi selama dua tahun. Penelitian ini bertujuan untuk mengetahui daya dukung fisik dan pengaruh daya tarik wisata terhadap kepuasan wisatawan. Dengan menilai kemenarikan (atraksi wisata, fasilitas, aksesibilitas), daya dukung fisik (keberagaman vegetasi, curah hujan, topografi, kepekaan tanah terhadap erosi), dan tingkat kepuasan wisatawan (kinerja, interaksi pegawai, ketepatan waktu dan kenyamanan, estetika) sehingga dapat diketahui apa yang harus dievaluasi atau diperbaiki dari pelayanan yang ditawarkan. Metode penelitian menggunakan (1) skor penilaian kemenarikan daya tarik wisata dengan model Smith; (2) penilaian terhadap daya dukung wisata yang dikembangkan oleh Cifuentes, yakni menghitung daya dukung fisik (PCC), daya dukung riil (RCC), daya dukung efektif (ECC); (3) analisis kepuasan wisatawan. Berdasarkan hasil penelitian menunjukkan bahwa nilai daya dukung fisik sebesar 3069 wisatawan perhari, daya dukung riil 114, daya dukung efektif 114. Jumlah kunjungan aktual perhari rata-rata yaitu 431 wisatawan. Artinya secara aktual daya dukung riil dan daya dukung efektif sudah melampaui batas. Keseluruhan wisatawan sudah merasa puas dengan keadaan dan pelayanan yang ada, terutama Sky Bridge Tapak Halimun dan atraksi wisata alam yang dinilai paling menarik..

Kata Kunci : *kemenarikan, daya dukung, kepuasan wisatawan, Maribaya*

# ATTRACTION AND PHYSICAL CARRYING CAPACITY OF MARIBAYA FOR TOURIST SATISFACTION

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## *Abstract*

*Maribaya is a natural tourist attraction in Lembang which was reopened in 2015 after being revitalized for two years. This study aims to determine the physical carrying capacity and the influence of attraction to the satisfaction of the tourists. By assessing attractiveness (attractions, facilities, accessibility), physical carrying capacity (diversity of vegetation, rainfall, topography, soil sensitivity to erosion), and the level of tourist satisfaction (performance, employee interaction, timeliness and convenience, aesthetics) What should be evaluated or improved from the services offered. The research method used (1) score of attraction of attractiveness of tourist attraction with Simth model; (2) assessment of tourism carrying capacity developed by Cifuentes, IE calculates the physical carrying capacity (PCC), real carrying capacity (RCC), effective carrying capacity (ECC); (3) analysis of tourist satisfaction.. Based on the results of research indicate that the value of physical carrying capacity of 3069 tourists per day, real carrying capacity 114, effective support capacity 114. The number of actual visits per day on average is 431 tourists. This means that actual real carrying capacity and effective carrying capacity have exceeded the limit. Overall, tourists are satisfied with the circumstances and services that exist, especially Sky Bridge Tapak Halimun and natural attractions are considered the most interesting.*

*Keywords: attractions, physical carrying capacity, tourist satisfactions, Maribaya*