

KEPUASAN PENGUNJUNG TERHADAP KAMPUNG ADAT PRAI IJING DI KABUPATEN SUMBA BARAT

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ABSTRAK

Kampung Adat Prai Ijing merupakan destinasi budaya unggulan di Pulau Sumba, dikenal karena rumah adatnya yang khas dan pelestarian budaya Marapu. Penelitian ini dilatarbelakangi oleh pentingnya memahami faktor-faktor yang memengaruhi kepuasan wisatawan guna menunjang Penelitian ini bertujuan untuk mengevaluasi tingkat kepuasan pengunjung di Kampung Adat Prai Ijing, Kabupaten Sumba Barat, Provinsi Nusa Tenggara Timur. Melalui pendekatan kuantitatif dengan metode Importance Performance Analysis (IPA), studi ini mengidentifikasi faktor-faktor seperti fasilitas, aksesibilitas, daya tarik wisata, dan kualitas pelayanan yang memengaruhi kepuasan wisatawan. Hasil menunjukkan bahwa meskipun pengunjung merasa puas terhadap keunikan budaya dan keramahan masyarakat, terdapat kekurangan dalam fasilitas pendukung seperti toilet, rumah makan, dan kebersihan lingkungan. Rekomendasi utama adalah peningkatan infrastruktur dan pelatihan sumber daya manusia untuk mendukung pengembangan pariwisata yang berkelanjutan di kawasan tersebut. pertumbuhan pariwisata daerah. Penelitian menggunakan metode kuantitatif deskriptif dengan penyebaran kuesioner kepada pengunjung. Teknik analisis data yang digunakan adalah Importance Performance Analysis (IPA), yang membandingkan tingkat harapan dan kinerja dari aspek pelayanan wisata. Data menunjukkan bahwa: Fasilitas wisata, seperti toilet dan tempat makan, belum memadai, Aksesibilitas ke lokasi cukup baik karena dekat dari bandara lokal, Daya tarik budaya dan pemandangan alam menjadi alasan utama kunjungan dan Kualitas pelayanan masyarakat masih dapat ditingkatkan melalui pelatihan. Diagram kartesius IPA menunjukkan banyak atribut berada di Kuadran I (prioritas utama untuk perbaikan), terutama yang berkaitan dengan kenyamanan dan kebersihan. Mayoritas pengunjung merasa kurang puas terhadap aspek responsivitas pelayanan (87,3% kurang puas). Namun, aspek lain seperti tangibles dan assurance memiliki tingkat kepuasan yang relatif lebih baik, meskipun masih ada ruang untuk perbaikan. Dari penelitian dapat disimpulkan bahwa Kampung Adat Prai Ijing memiliki potensi besar sebagai destinasi wisata budaya. Namun, masih perlu peningkatan fasilitas umum dan dukungan pemerintah serta penguatan sumber daya manusia lokal untuk meningkatkan kepuasan wisatawan. Disarankan agar pengelola desa fokus pada peningkatan kebersihan, kenyamanan, dan ketersediaan fasilitas penunjang wisata.

Kata Kunci : Kepuasan pengunjung, Kampung Adat Prai Ijing, pariwisata budaya, Importance Performance Analysis (IPA), fasilitas wisata, pelayanan masyarakat, Sumba Barat.

VISITOR SATISFACTION WITH PRAI IJING TRADITIONAL VILLAGE IN WEST SUMBA REGENCY

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ABSTRACT

Prai Ijing Traditional Village is a leading cultural destination on Sumba Island, known for its unique traditional houses and the preservation of Marapu culture. This study was motivated by the importance of understanding the factors that influence tourist satisfaction in order to support This study aims to evaluate the level of visitor satisfaction in Prai Ijing Traditional Village, West Sumba Regency, East Nusa Tenggara Province. Through a quantitative approach with the Importance Performance Analysis (IPA) method, this study identified factors such as facilities, accessibility, tourist attractions, and service quality that affect tourist satisfaction. The results show that although visitors are satisfied with the uniqueness of the culture and the friendliness of the community, there are shortcomings in supporting facilities such as toilets, restaurants, and environmental cleanliness. The main recommendation is to improve infrastructure and human resource training to support sustainable tourism development in the area. regional tourism growth. The study used a descriptive quantitative method by distributing questionnaires to visitors. The data analysis technique used was Importance Performance Analysis (IPA), which compares the level of expectations and performance of aspects of tourism services. The data shows that: Tourism facilities, such as toilets and places to eat, are inadequate, Accessibility to the location is quite good because it is close to the local airport, Cultural attractions and natural scenery are the main reasons for visits and The quality of community services can still be improved through training. The IPA Cartesian diagram shows that many attributes are in Quadrant I (top priority for improvement), especially those related to comfort and cleanliness. The majority of visitors felt less satisfied with the responsiveness aspect of the service (87.3% less satisfied). However, other aspects such as tangibles and assurance had a relatively better level of satisfaction, although there is still room for improvement. From the study, it can be concluded that Prai Ijing Traditional Village has great potential as a cultural tourism destination. However, there is still a need for improvement in public facilities and government support as well as strengthening local human resources to increase tourist satisfaction. It is recommended that village managers focus on improving cleanliness, comfort, and the availability of supporting tourism facilities.

Keywords: *Visitor satisfaction, Prai Ijing Traditional Village, cultural tourism, Importance Performance Analysis (IPA), tourism facilities, community services, West Sumba.*