

ABSTRAK

Edu Wisata Lontar Sewu merupakan destinasi wisata alam di Desa Hendrosari, Kabupaten Gresik, yang mengalami penurunan jumlah pengunjung pada periode 2023–2025 akibat berbagai keluhan terkait kebersihan, kondisi wahana, daya tarik wisata, dan ketepatan jam operasional. Penelitian ini bertujuan mengidentifikasi atribut pelayanan yang menjadi prioritas perbaikan serta merumuskan strategi peningkatan kualitas pelayanan menggunakan metode Servqual, Importance Performance Analysis (IPA), dan Kano. Data diperoleh melalui penyebaran kuesioner kepada 100 responden dengan atribut pelayanan yang mewakili lima dimensi Servqual, yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Hasil analisis Servqual menunjukkan seluruh atribut memiliki nilai *gap* negatif, yang mengindikasikan pelayanan belum memenuhi harapan pengunjung. Hasil IPA mengidentifikasi 11 atribut yang berada pada Kuadran I sebagai prioritas utama perbaikan, sedangkan analisis Kano menunjukkan atribut ketersediaan dan kelayakan wahana termasuk kategori *must-be*. Berdasarkan integrasi IPA dan Kano, diperoleh enam atribut prioritas perbaikan, yaitu ketersediaan wahana untuk semua usia, kelayakan dan keamanan wahana, ketersediaan petugas kebersihan, daya tarik alam wisata, spot foto yang menarik, serta ketepatan jam operasional. Strategi yang diusulkan meliputi pengelompokan wahana berdasarkan segmen usia, penerapan *maintenance schedule* dan SOP keselamatan wahana, penambahan petugas kebersihan, pengembangan paket edukasi pohon lontar dan olahan legen, penambahan spot foto bertema budaya lokal, serta penyusunan SOP jam operasional. Penelitian ini diharapkan dapat menjadi acuan bagi pengelola dalam meningkatkan kualitas pelayanan dan kepuasan pengunjung, serta mendukung pencapaian SDG 1 (tanpa kemiskinan) dan SDG 8 (pekerjaan layak dan pertumbuhan ekonomi) melalui pengembangan pariwisata yang berkelanjutan

Kata kunci: kualitas pelayanan, Servqual, IPA, Kano, strategi peningkatan pelayanan, tanpa kemiskinan.

ABSTRACT

Edu Wisata Lontar Sewu is a natural tourism destination located in Hendrosari Village, Gresik Regency, which experienced a decline in visitor numbers during the 2023–2025 period due to various complaints related to cleanliness, the condition of recreational facilities, tourist attractions, and operational schedule accuracy. This study aims to identify service attributes that should be prioritized for improvement and to formulate service quality enhancement strategies using the Servqual, Importance Performance Analysis (IPA), and Kano methods. Data were collected through questionnaires distributed to 100 respondents, with service attributes representing the five Servqual dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The Servqual analysis results showed that all attributes had negative gap values, indicating that the services provided had not yet met visitors' expectations. The IPA results identified 11 attributes in Quadrant I as the main priorities for improvement, while the Kano analysis revealed that the availability and adequacy of recreational facilities were classified as must-be attributes. Based on the integration of IPA and Kano, six priority attributes for improvement were identified: the availability of recreational facilities for all age groups, the feasibility and safety of facilities, the availability of active cleaning staff, the attractiveness of natural tourism resources, attractive photo spots, and adherence to operational schedules. The proposed improvement strategies include grouping recreational facilities according to age segments, implementing a maintenance schedule and safety Standard Operating Procedures (SOPs) for facilities, increasing the number of cleaning staff, developing educational packages on lontar palm trees and legen products, adding photo spots with local cultural themes, and establishing SOPs for operational schedules. This study is expected to serve as a reference for managers in improving service quality and visitor satisfaction, while also supporting the achievement of SDG 1 (No Poverty) and SDG 8 (Decent Work and Economic Growth) through sustainable tourism development.

Keywords: *Servqual, IPA, Kano, service improvement strategy, no poverty.*