

ABSTRAK

Pantai Pelang merupakan salah satu destinasi wisata pantai yang perlu didukung oleh kualitas layanan yang sesuai dengan harapan pengunjung. Penelitian ini bertujuan untuk mengetahui tingkat kepentingan dan kinerja kualitas layanan, mengidentifikasi atribut yang menjadi prioritas perbaikan, serta merumuskan strategi peningkatan kualitas layanan menggunakan metode *Importance Performance Analysis* (IPA) dan *Quality Function Deployment* (QFD). Penelitian dilakukan terhadap 80 responden pengunjung Pantai Pelang. Hasil analisis IPA menunjukkan bahwa nilai rata-rata tingkat kepentingan sebesar 4,40 dan tingkat kinerja 3,35 yang mengindikasikan bahwa kinerja layanan belum mampu memenuhi harapan pengunjung secara optimal. Atribut yang menjadi prioritas utama perbaikan meliputi kebersihan dan kelayakan toilet, kebersihan mushola, fasilitas wudhu, kebersihan area pantai, kondisi spot foto, kesesuaian informasi fasilitas, kemudahan memperoleh bantuan petugas, dan pengawasan area parkir. Selanjutnya, hasil analisis QFD menghasilkan strategi peningkatan kualitas layanan berupa penambahan tempat sampah dan tenaga kebersihan, perbaikan fasilitas sanitasi, pemasangan lantai anti-slip, perbaikan sistem perpipaan, serta penyediaan papan informasi dan peta fasilitas. Strategi tersebut diharapkan dapat meningkatkan kualitas layanan dan kepuasan pengunjung Pantai Pelang.

Kata Kunci: Kualitas Layanan, *Importance Performance Analysis* (IPA), *Quality Function Deployment* (QFD), Kepuasan Pengunjung, Pantai Pelang.

ABSTRACT

Pelang Beach is one of the coastal tourism destinations that requires service quality aligned with visitors' expectations. This study aims to determine the levels of importance and performance of service quality, identify service attributes that should be prioritized for improvement, and formulate service quality enhancement strategies using the Importance Performance Analysis (IPA) and Quality Function Deployment (QFD) methods. The study was conducted involving 80 visitors to Pelang Beach as respondents. The results of the IPA analysis indicate that the average importance score was 4.40, while the average performance score was 3.35, suggesting that the current service performance has not yet met visitor's expectations optimally. The attributes identified as the main priorities for improvement include the cleanliness and condition of toilets, the cleanliness of prayer rooms, ablution facilities, beach cleanliness, the condition of photo spots, the accuracy of facility information, the ease of obtaining assistance from staff, and parking area supervision. Furthermore, the QFD analysis resulted in several service improvement strategies, including the addition of trash bins and cleaning personnel, improvement of sanitation facilities, installation of anti-slip flooring, enhancement of the piping system, and provision of information boards and facility maps. These strategies are expected to improve service quality and increase visitor satisfaction at Pelang Beach.

Keywords: *Service Quality, Importance Performance Analysis (IPA), Quality Function Deployment (QFD), Visitor Satisfaction, Pelang Beach.*