

## ABSTRAC

**Ryas Tri Faturrohman, ANALYSIS OF TOURIST SATISFACTION TOWARDS HALAL AND CREATIVE TOURISM VILLAGE (study of Puncak Ratu Village, West Cane Village, Pegantenan District, Pamekasan Regency). Guided by Nirma Kurriwati, SP.,M.Si**

The purpose of this research is to find out and describe the satisfaction of Halal Tourism and Puncak Ratu Tourism Creative which is spread in the community or visitors in the development of Wsiata in Pamekasan Madura. This research was conducted using a qualitative research method with a case study approach. The sampling technique of this research is field research with the sampling technique used is accidental sampling

The results of this study indicate that in each indicator of tourist satisfaction there are several shortcomings and some points that are not fulfilled and have not been maximized. (1). In the perception indicator of facilities and infrastructure, there are several items that have not been maximized, namely, physical condition, cleanliness condition and satisfaction in use. (2) Perception indicators on tourism infrastructure have points that according to some informants have not been met, namely communication networks and waste disposal systems. Several informants also said they were satisfied. (3) Activity comfort indicators have points according to some informants that have not been fulfilled such as services, but other informants also said they were satisfied. (4) Satisfaction indicators for tourism activities according to some informants have points that have not been met, such as prayer facilities, but some informants also said they were satisfied with these indicators. Visitors stated that they were quite satisfied with all of the items offered on the tour, although there were some visitors who stated that they did not enjoy the Puncak Ratu Tour optimally. This does not prevent tourists from enjoying the panorama presented by Puncak Ratu Tourism.

**Keywords: Satisfaction with Halal and Creative Tourism, Perception of Facilities and Infrastructure, Perception of Infrastructure, Leisure Activities, Tourism Satisfaction**

## ABSTRAK

**Ryas Tri Faturrohman, ANALISIS KEPUASAN WISATAWAN TERHADAP DESA WISATA HALAL DAN KREATIF (studi wisata Puncak Ratu Desa tebul Barat Kecamatan Pegantenan Kabupaten Pamekasan). Dibawah bimbingan ibu Nirma Kurriwati, SP., M.Si**

Tujuan dari penelitian ini adalah untuk mengetahui dan mendeskripsikan Kepuasan Wisata Halal dan Kreatif Wisata Puncak Ratu yang tersebar di masyarakat atau pengunjung dalam pengembangan Wsiata di Pamekasan Madura. Penelitian ini dilakukan dengan menggunakan metode peneletian kualitatif dengan pendekatan studi kasus. Teknik pengambilan sampel penelitian ini bersifat penelitian lapangan (*field research*) dengan pengambilan sampel menggunakan teknik *accidental sampling*

Hasil dari penelitian ini menunjukkan bahwasanya pada setiap indikator kepuasan wisatawan ditemukan beberapa kekurangan dan beberapa poin-poin yang tidak terpenuhi dan belum maksimal. (1). Pada indikator persepsi terhadap fasilitas sarana dan prasarana ada beberapa item yang belum dimaksimalkan adalah, kondisi fisik, kondisi kebersihan dan kepuasan dalam penggunaan. (2) Indikator persepsi terhadap infrastruktur wisata ada poin menurut beberapa informan belum terpenuhi, yaitu jaringan komunikasi dan sistem pembuangan limbah. Beberapa informan juga mengungkapkan sudah puas. (3) Indikator Kenyamanan aktifitas ada poin menurut beberapa informan belum terpenuhi seperti pelayanan, namun informan lain juga mengatakan puas. (4) Indikator Kepuasan aktivitas wisata menurut beberapa informan ada poin yang belum terpenuhi, seperti fasilitas tempat sholat, namun ada bebebrapa informan juga mengatakan puas terkait indikaator tersebut. Pengunjung menyatakan merasa cukup puas dari keseluruhan dari beberapa item yang ditawarkan di wisata tersebut, meskipun ada beberapa pengunjung yang menyatakan tidak begitu maksimal menikmati Wisata Puncak Ratu. Hal tersebut tidak menutupi wisatawan untuk menikmati panorama yang disajikan oleh Wisata Puncak Ratu.

**Kata Kunci : Kepuasan Wisata Halal dan Kreatif, Persepsi Fasilitas Sarana dan Prasarana, Persepsi Infrastruktur, Kenyamanan Aktivitas, Kepuasan Wisata**