

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi kepuasan pengunjung, mengelompokkan atribut kepuasan berdasarkan pendekatan Model Kano, serta menentukan prioritas strategi pengembangan menggunakan metode Technique for Order Preference by Similarity to Ideal Solution (TOPSIS). Penelitian menggunakan metode campuran dengan pengumpulan data melalui observasi, wawancara, dan penyebaran kuesioner kepada 100 responden pengunjung Edu Wisata Lontar Sewu. Hasil penelitian menunjukkan bahwa terdapat 19 atribut yang memengaruhi kepuasan pengunjung. Berdasarkan analisis Model Kano, sebanyak 16 atribut (84,21%) termasuk kategori Indifferent (I) dan 3 atribut (15,79%) termasuk kategori Attractive (A). Atribut yang berada pada kategori Attractive memiliki potensi terbesar dalam meningkatkan kepuasan pengunjung apabila dilakukan pengembangan karena mampu memberikan nilai tambah yang melebihi harapan pengunjung. Selanjutnya, hasil analisis TOPSIS menghasilkan nilai solusi ideal positif (A^+) sebesar 0,0403 dan solusi ideal negatif (A^-) sebesar 0,0038. Berdasarkan nilai kedekatan relatif (V_i), diperoleh tiga strategi prioritas utama yaitu strategi pengembangan promosi dengan nilai $V_i = 1,000$ sebagai peringkat pertama, strategi pengembangan edukasi pendidikan dengan nilai $V_i = 0,827$ sebagai peringkat kedua, dan strategi pembuatan media interaktif dengan nilai $V_i = 0,589$ sebagai peringkat ketiga. Adapun urutan strategi pengembangan terbaik terdiri dari: promosi, edukasi pendidikan, dan pembuatan media interaktif. Hasil penelitian membuktikan bahwa integrasi metode Kano dan TOPSIS mampu menghasilkan prioritas strategi pengembangan yang lebih objektif dan terarah sesuai dengan kebutuhan dan preferensi pengunjung.

Kata Kunci : Edu Wisata Lontar Sewu, Kepuasan Pengunjung, Model Kano, TOPSIS, Strategi Pengembangan.

ABSTRACT

This study aims to identify the factors affecting visitor satisfaction, classify satisfaction attributes based on the Kano Model approach, and determine the priority development strategies using the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method. The study employed a mixed-method approach, with data collected through observations, interviews, and questionnaires distributed to 100 visitors of Lontar Sewu Educational Tourism. The results revealed that there were 19 attributes influencing visitor satisfaction. Based on the Kano Model analysis, 16 attributes (84.21%) were categorized as Indifferent (I), while 3 attributes (15.79%) were categorized as Attractive (A). Attributes classified as Attractive have the greatest potential to enhance visitor satisfaction when improved, as they provide added value beyond visitors' expectations. Furthermore, the TOPSIS analysis produced a positive ideal solution (A^+) value of 0.0403 and a negative ideal solution (A^-) value of 0.0038. Based on the relative closeness coefficient (V_i), three main priority strategies were identified: the promotion development strategy with a V_i value of 1.000, ranked first; the educational development strategy with a V_i value of 0.827, ranked second; and the interactive media development strategy with a V_i value of 0.589, ranked third. The best development strategy priorities consist of promotion, educational programs, and interactive media development. The findings demonstrate that the integration of the Kano Model and TOPSIS methods is capable of generating more objective and targeted development strategy priorities that align with visitor needs and preferences.

Keywords : Lontar Sewu Educational Tourism, Visitor Satisfaction, Kano Model, TOPSIS, Development Strategy.