

## INTISARI

Penelitian ini dilaksanakan di Wisata Kampong Anggrek dengan tujuan untuk (1) mengetahui atribut bauran pemasaran yang dianggap penting dan memiliki kinerja tinggi oleh pengunjung, (2) mengetahui atribut bauran pemasaran yang menjadi prioritas untuk diperbaiki, (3) mengetahui korelasi antara kepuasan dengan karakteristik pengunjung, (4) mengetahui tingkat kepuasan pengunjung terhadap bauran pemasaran Wisata Kampong Anggrek, (5) merumuskan strategi bauran pemasaran yang dilakukan untuk meningkatkan kepuasan pengunjung. Sampel penelitian sebanyak 80 orang dengan metode *purposive sampling*. Metode pengambilan data dilakukan dengan menyebarkan *gform* berisi kuesioner. Metode analisis yang digunakan adalah : (1) Analisis deskriptif, (2) *Importance-Performance Analysis* (IPA), (3) Korelasi Rank Spearman dan Korelasi Point Biserial, (4) *Customer Satisfaction Index* (CSI), (5) Analisis deskriptif berdasarkan IPA. Hasil penelitian menunjukkan : (1) atribut bauran pemasaran yang penting dan memiliki kinerja tinggi antara lain produk khas agrowisata, kesesuaian harga, kemudahan menuju lokasi, dan kewajiban taat protokol kesehatan. Atribut yang dianggap penting adalah promosi melalui *website* dan media sosial serta pelayanan karyawan. Atribut yang memiliki kinerja tinggi adalah kerjasama dengan masyarakat dan kelengkapan fasilitas, (2) atribut bauran pemasaran yang menjadi prioritas untuk diperbaiki adalah promosi melalui media cetak, *website* dan media sosial, serta promo hari besar, (3) terdapat korelasi yang positif antara kepuasan dan pendapatan pengunjung, sedangkan tingkat pendidikan, jenis kelamin, dan status pernikahan tidak berkorelasi dengan kepuasan pengunjung, (4) pengunjung sangat puas dengan pelayanan agrowisata, (5) strategi yang perlu ditempuh antara lain meningkatkan kinerja promosi melalui media cetak, *website* dan media sosial, serta pemberian promo hari besar.

Kata kunci: Atribut prioritas, kepuasan pengunjung, strategi bauran pemasaran

## ABSTRACT

*This research was conducted at Wisata Kampoeng Anggrek. The objective of this research were : (1) to identify the important and highly performed of marketing mix attributes, (2) to identify the priority attributes to be improved, (3) to measure the correlation between visitor satisfaction with their characteristic, (4) to determine the level of visitor satisfaction, (5) to formulate a marketing mix strategy to improve visitor satisfaction. The respondent were 80 people with a purposive sampling method. The data were collected by using online questionnaire. The analytical method were : (1) descriptive analysis, (2) Importance-Performance Analysis (IPA), (3) Spearman Rank Correlation and Biserial Point Correlation, (4) Customer Satisfaction Index (CSI), and (5) descriptive analysis depend on IPA. The result of this research were ; (1) the important and highly performed attributes were agro-tourism product, appropriate price, and easy location access. The important attributes were promotion through websites and social media, employee services. The highly performed attributes were collaboration with community and completeness of facilities, (2) the priority attributes to be improved were promotion using print media, website and social media, as well as holiday promotion, (3) the visitor's income was positively correlated with visitor satisfaction, meanwhile education level, gender, and marital status were not correlated with visitor satisfaction, (4) The visitor were highly satisfied with agro-tourism services, (5) the strategies that could be implemented to improve visitor satisfaction were through strengthen promotion using print media, website and social media, as well as giving holiday promos.*

*Keywords: priority attribute, visitor satisfaction, marketing mix strategy*