

## INTISARI

Pantai Goa Cemara merupakan pantai dengan *Natural Based Conservation* dengan fokus konservasi penyu yang dibuka sesuai musim yaitu di bulan Mei-Oktober. Pantai Goa Cemara merupakan destinasi wisata pantai di Kabupaten Bantul yang bertujuan mengembangkan perekonomian masyarakat lokal desa. Hal tersebut diperlukan pengembangan strategi dan peningkatan daya saing wisata. Penelitian ini bertujuan untuk (1) Mengetahui kesesuaian dengan program prioritas di sektor Pariwisata yang termuat dalam dokumen perencanaan tingkat nasional, provinsi Daerah Istimewa Yogyakarta dan Kabupaten Bantul. (2) Mengetahui tingkat kepuasan wisatawan terhadap produk wisata seperti pelayanan, fasilitas, aksesibilitas, daya tarik, pengelolaan lingkungan dan cita rasa produk makanan di Pantai Goa Cemara. (3) Mengidentifikasi tentang komponen produk yang harus dikembangkan dari Pantai Goa Cemara. (4) Mengidentifikasi strategi pengembangan yang dapat diusulkan agar dapat meningkatkan kepuasan wisatawan. Metode yang digunakan pada penelitian ini menggunakan pendekatan kuantitatif dengan metode kuesioner, observasi, studi pustaka dan wawancara. Teknik pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah 109 responden. Hasil dari peyelarasan dokumen perencanaan jangka menengah tingkat nasional, provinsi dan kabupaten menunjukkan kesesuaian isu pariwisata. Berdasarkan hasil analisis menggunakan alat analisis *Customer Satisfaction Indeks (CSI)* diperoleh 71,00 persen yang berarti kepuasan termasuk dalam kategori “puas”. Berdasarkan analisis kuadran dengan *Importance Performance Analysis (IPA)* diketahui bahwa aspek yang termasuk kuadran A diperlukan perhatian untuk mendapatkan perbaikan atau pengembangan aspek tersebut adalah listrik dan jaringan komunikasi karena hanya beberapa operator jaringan yang memiliki sinyal seperti Telkomsel dan Indosat.

Kata Kunci: Pantai Goa Cemara, Kepuasan wisatawan, *Customer Satisfaction Indeks (CSI)*, *Importance Performance Analysis (IPA)*, Strategi.

## ABSTRACT

*Goa Cemara Beach is a Natural Based Conservation beach with a focus on turtle conservation which is open according to the season, namely in May-October. Goa Cemara Beach is a beach tourism destination in Bantul Regency which aims to develop the economy of the local village community. This requires the development of strategies and increased tourism competitiveness. This study aims to (1) determine the suitability of priority programs in the tourism sector contained in planning documents at the national level, the province of the Special Region of Yogyakarta and the Regency of Bantul. (2) Knowing the level of tourist satisfaction with tourism products such as services, facilities, accessibility, attractiveness, environmental management and the taste of food products at Goa Cemara Beach. (3) Identify the product components that must be developed from Goa Cemara Beach. (4) Identify development strategies that can be proposed in order to increase tourist satisfaction. The method used in this research uses a quantitative approach with the method of questionnaires, observation, literature study and interviews. The sampling technique uses the technique purposive sampling with a total of 109 respondents. The results of the alignment of mid-term planning documents at the national, provincial and district levels show the suitability of tourism issues. Based on the results of the analysis using analytical tools Customer Satisfaction Index (CSI) obtained 71.00 percent which means satisfaction is included in the "satisfied" category. Based on quadrant analysis with Key Performance Analysis (IPA) it is known that aspects that are included in quadrant A need attention to get improvement or development of these aspects are electricity and communication networks because only a few network operators have signals such as Telkomsel and Indosat..*

*Keywords: Goa Cemara Beach, Tourist Satisfaction, Customer Satisfaction Indeks (CSI), Importance Performance Analysis (IPA), Strategy.*