

## INTISARI

Penelitian ini dilatarbelakangi oleh pentingnya memahami kebutuhan dan harapan wisatawan lansia, terutama dalam konteks destinasi wisata alam seperti Puncak Becici. Melalui metode *Importance Performance Analysis* (IPA), penelitian ini bertujuan untuk mengidentifikasi atribut-atribut yang menjadi prioritas untuk ditingkatkan guna meningkatkan kepuasan wisatawan lansia. Data diperoleh melalui survei terhadap wisatawan lansia yang mengunjungi Puncak Becici, di mana mereka diminta untuk mengevaluasi berbagai komponen produk wisata berdasarkan tingkat kepentingan dan kinerja. Hasil penelitian menunjukkan bahwa meskipun beberapa fasilitas seperti area makan, mushola, dan kursi untuk beristirahat telah mendapatkan penilaian positif, ada atribut lain seperti kebersihan toilet, ketersediaan tempat sampah, dan fasilitas kesehatan yang perlu ditingkatkan. Penelitian ini juga menemukan bahwa infrastruktur yang memudahkan pergerakan wisatawan lansia, seperti jalan yang rata dan tangga yang memadai, dinilai sangat penting namun masih memerlukan perbaikan. Kesimpulan dari penelitian ini memberikan rekomendasi bagi pengelola Puncak Becici untuk fokus pada peningkatan atribut-atribut kritis tersebut guna meningkatkan daya tarik dan kepuasan wisatawan, terutama lansia.

**Kata Kunci: Kepuasan Wisatawan, Puncak Becici, Lansia, Importance Performance Analysis (IPA), Kualitas Produk Wisata.**

## ABSTRACT

This research is motivated by the importance of understanding the needs and expectations of elderly tourists, particularly in the context of nature-based destinations such as Puncak Becici. Through the Importance Performance Analysis (IPA) method, this study aims to identify attributes that should be prioritized for improvement in order to enhance the satisfaction of elderly tourists. Data was collected through a survey of elderly tourists visiting Puncak Becici, where they were asked to evaluate various components of the tourism product based on their level of importance and performance. The research findings indicate that although some facilities such as dining areas, prayer rooms, and resting benches received positive evaluations, there are other attributes, such as toilet cleanliness, availability of trash bins, and health facilities, that require improvement. The study also found that infrastructure facilitating the mobility of elderly tourists, such as level paths and adequate stairways, was deemed highly important but still requires further enhancement. The conclusion of this research provides recommendations for the management of Puncak Becici to focus on improving these critical attributes to increase the attraction and satisfaction of tourists, especially the elderly.

**Keywords:** Tourist Satisfaction, Puncak Becici, Elderly, Importance Performance Analysis (IPA), Tourism Product Quality.