

## **ABSTRACT**

*Bandung has some potential. Potencies owned by Bandung such as, heritage tourism, scientific tourism, health tourism, entertainment tourism, museum tourism, and thematic tourism. The amount of tourism potential attracts tourists to visit, this is indicated by the increase number of tourists each year. Related to that, research needs to find out how the satisfaction of tourists based on the experience of visiting, and know what factors need to be improved in order to improve the attractions in Bandung.*

*This research will be done with the method of Importance performance analysis on Comfort, Education, Hedonis, Novelty, Recognition, Relational, Safety, and Beauty based on Tourism Experience.*

*This research aims to determine the satisfaction levels using quantitative method with descriptive type of research, non probability sampling method, purposive sampling technique, and using importance performance analysis to analyze data. A total sample of 385 who are tourism of Bandung.*

*The results of data processing with Importance performance Analysis method, there are some attributes that should be a priority to be improved performance is Relational variable with indicator citizen of bandung friendly. Then on the results of the Customer Satisfaction Index indicates that the tourists of Bandung has been satisfied.*

**KEYWORDS:** *Tourism experience, Importance Performance Analysis, Customer Satisfaction Index*