

ABSTRACT

Tourism is the fastest growing and diversified sector in the world and Indonesia. In Indonesia, tourism is determined as the leading sector because of its significant contribution to the national economy. Going forward, the government hopes tourism will become the backbone of Indonesia's economy. The form of hope is realized in concrete steps in tourism development, including the establishment of a Super Priority Tourism Destination. One of the main focuses of the development of tourism is to improve the quality of tourist destinations.

In improving the service quality of tourist destinations, it is necessary to have an understanding of the perceptions of tourists related to the experience of their visit to tourist destinations. There is a TOURQUAL concept that can be used to evaluate the quality of service, specifically at a tourist destination. TOURQUAL has 6 dimensions, namely access, environment, human elements, experience, safety, and technical quality. In evaluating the quality of tourism services, User Generated Content originating from tourist reviews on the online TripAdvisor review website can be used to understand tourist perceptions regarding the quality of tourism services. Processing using text mining can generate insights based on UGC from tourists.

The results of this study indicate that the perceptions of tourists regarding the 4 super-priority destinations namely Danau Toba, Borobudur, Labuan Bajo, and Mandalika have a good quality of tourism services. Mandalika is a tourist destination that has more negative perceptions compared to other super-priority tourist destinations. In general, tourists' perceptions of the environment dimension have the highest proportion, while the security dimension has the lowest proportion of the overall review. By understanding the perceptions of tourists can produce insights about the quality of service performance on each dimension of TOURQUAL. Overall, the environment dimension is the dimension that gets the highest proportion of positive perceptions, while the technical quality dimension has the highest proportion of negative perceptions. To deepen the understanding of tourist perceptions, word network analysis is also carried out to understand the topics of discussion from tourists which can be valuable information related to the quality of tourism services. The output of this research can be an input for tourism stakeholders to be able to prioritize improvements regarding service quality at tourist destinations.

Keyword : *Super priority tourism destination, TripAdvisor, TOURQUAL, Text Mining*