

ABSTRACT

Data on the number of tourists visiting the Mount Puntang tourist destination every year has decreased statistically. Mount Puntang tourism managers have not paid attention to aspects of public facilities that have not been well maintained. This research aims to increase the sense of satisfaction at the Mount Puntang tourist attraction so that it becomes a memorable experience for tourists. The population in this study were tourists who were visiting the Mount Puntang tourist attraction. The sample was 97 respondents taken using qualitative techniques, namely questionnaires, and designing tourist satisfaction using the canoe method. The Kano method is divided into several categories, namely, must be and basic need, one dimensional, attractive, indifferent, questionable and reverse. With this technique, researchers can conclude factors that can influence tourist satisfaction including service, facilities, cleanliness, natural beauty and comfort of tourist attractions. The results of the final research contained 2 statements that met the canoe dimensions, namely the Attractive dimension with 22 statements with different criteria, and the One Dimensional dimension with the statement that Mount Puntang met my expectations of the uniqueness and diversity of tourism. Next, improvements to tourist satisfaction are made based on the results of the canoe method on the criteria of complete public facilities (toilets, rest/eating areas) for Mount Puntang tourism so that managers can better maintain existing public facilities so that tourists can enjoy Mount Puntang tourism more. Carry out regular maintenance by always checking public facilities so that they are always clean and comfortable

Keywords: tourist satisfaction, tourist attraction, natural attractions, Mount Puntang, Bandung Regency,