

ABSTRACT

Nimo Highland is an artificial tourist attraction which is the destination of choice for local tourists in Pangalengan District, located in Bandung Regency, West Java. However, the Nimo Highland tourist attraction still faces various problems which contribute to decreased tourist satisfaction, in particular the high price of entrance tickets and the large amount of rubbish. This is a complaint from tourists who have visited the Nimo Highland tourist attraction and can cause dissatisfaction among visitors to other Nimo Highland tourist attractions. Research data analysis uses quantitative techniques, namely the Kano method. The Kano method is a technique that emphasizes the classification of product attributes in a company or service, and evaluating how effectively the product or service meets consumer satisfaction. Kano techniques are categorized into various groups, specifically mandatory and basic, one-dimensional, interesting, indifferent, doubtful, and reversal. By using this methodology, researchers can conclude the characteristics that are indicators of the level of satisfaction experienced by tourists. The results of the research show that of the 23 criteria with categories, the attributes included in One Dimensional are that the Nimo Highland tourist attraction meets the expectations of uniqueness and tourism diversity, and the remaining attributes fall into the Attraction category.

Keywords: *satisfaction, tourist attraction, canoe method, Bandung Regency*