

RINGKASAN

Agrowisata svarga mina padi adalah objek wisata yang mengutamakan aspek pertanian dan perikanan dengan daya tarik wisata berupa keindahan alam. Permasalahan yang terjadi yaitu persaingan antar objek wisata, terdapat keluhan dari pengunjung terkait fasilitas yang disediakan, dan pengelola Agrowisata Svarga Mina Padi Panembangan belum mengetahui tingkat kepuasan pengunjung. Penelitian ini bertujuan untuk (1) Mengetahui karakteristik pengunjung Agrowisata Mina Padi di Desa Panembangan, Kecamatan Cilongok, Kabupaten Banyumas, (2) Menganalisis tingkat kepuasan pengunjung Agrowisata Mina Padi di Desa Panembangan, Kecamatan Cilongok, Kabupaten Banyumas, (3) Menganalisis atribut – atribut yang perlu ditingkatkan dan dipertahankan oleh Agrowisata Svarga Mina Padi di Desa Panembangan, Kecamatan Cilongok, Kabupaten Banyumas.

Metode penelitian yang digunakan adalah metode studi kasus. Penelitian ini dilaksanakan di Agrowisata Svarga Mina Padi Desa Panembangan, Kecamatan Cilongok, Kabupaten Banyumas dengan total responden sebanyak 100 responden. Analisis data yang digunakan yaitu analisis deskriptif, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA).

Hasil penelitian ini menunjukkan bahwa (1) Karakteristik pengunjung Agrowisata Svarga Mina Padi Panembangan sebagian besar berjenis kelamin perempuan, berusia 26-35 tahun, berasal dari dalam kota, memiliki pendidikan terakhir SMA, memiliki pekerjaan Ibu Rumah Tangga, dengan tingkat pendapatan <Rp1.000.000. Pengunjung yang datang sebagian besar ingin rekreasi di Agrowisata Svarga Mina Padi Panembangan dengan frekuensi berkunjung >3 kali bersama dengan keluarga dan mendapatkan informasi mengenai agrowisata dari teman atau keluarga. (2) Tingkat kepuasan pengunjung Agrowisata Svarga Mina Padi memperoleh nilai sebesar 77,50 persen yang artinya pengunjung merasa puas. (3) Atribut yang perlu ditingkatkan yaitu akses jalan, area parkir, jaminan keselamatan, keamanan lokasi, penyampaian informasi, fasilitas, tampilan fasilitas, dan kebersihan agrowisata. Sedangkan atribut yang perlu dipertahankan yaitu harga kegiatan wisata, pelayanan sama, pengetahuan pegawai, informasi sesuai keadaan, kemudahan dihubungi, kesiapan pegawai, sikap pegawai, menghadapi keluhan, dan area mina padi.

SUMMARY

Svarga Mina Padi Agrotourism is a tourist destination that prioritizes agricultural and fisheries aspects, combined with the appeal of natural. The problems that occur are competition between tourist destinations, there are complaints from visitors regarding the facilities provided, and the management of Svarga Mina Padi Agroturism does not yet know the level of tourist satisfaction. This study was purpose to (1) Determine the characteristics of tourist to Mina Padi Agrotourism in Panembangan Village, Cilongok District, Banyumas Regency, (2) Analyze the level of visitor satisfaction of Mina Padi Agrotourism in Panembangan Village, Cilongok District, Banyumas Regency, (3) Analyze the attributes that need to be improved and maintained by Svarga Mina Padi Agrotourism in Panembangan Village, Cilongok District, Banyumas Regency.

The research method used is the case study method. This research was conducted at Svarga Mina Padi Agrotourism, Panembangan Village, Cilongok District, Banyumas Regency with a total of 100 respondents. The data analysis used was descriptive analysis, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

The results of this study showed that (1) The characteristics of tourist to the Svarga Mina Padi Panembangan Agrotourism are mostly female, aged 26-35 years, live in urban areas, have completed high school education, work as housewives, and have income of less than Rp1,000,000. Most of the tourist come for recreation purposes, visit more than three times, are accompanied by family, and receive information about the agrotourism sit through friends or family. (2) The level of tourism to the Svarga Mina Padi Agrotourism obtained a value of 77.50 percent, which means that tourisms feel satisfied. (3) Attributes that need improvement include road access, parking areas, safety assurance, site security, information dissemination, facilities, the appearance of facility, and cleanliness. Meanwhile, the attributes that should be maintained are the price of tourism activities, consistency of service, staff knowledge, accuracy of information, ease of communication, responsiveness, staff attitudes, complaint handling, and the mina padi farming area.