

ABSTRAK

Agrowisata Kampung Durian merupakan destinasi wisata berbasis pertanian dengan komoditas utama durian. Kualitas layanan dan strategi pemasaran yang tepat menjadi kunci peningkatan daya saing dan keberlanjutan destinasi. Penelitian ini bertujuan untuk (1) mengidentifikasi tingkat kepentingan (harapan) konsumen terhadap kualitas layanan, (2) mengukur tingkat kepuasan konsumen, dan (3) merumuskan strategi pemasaran berbasis bauran pemasaran 7P. Populasi penelitian adalah seluruh pengunjung pada periode penelitian dengan sampel 94 responden, ditentukan menggunakan rumus *Slovin* dengan taraf kesalahan 10% dan teknik *purposive sampling*. Metode analisis menggunakan *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan atribut layanan penting meliputi produk wisata, harga, aksesibilitas, promosi, kompetensi SDM, proses pelayanan, dan bukti fisik. Nilai CSI sebesar 68,99% termasuk kategori puas, Strategi pemasaran yang perlu ditingkatkan Prioritas strategi pemasaran di Agrowisata Kampung Durian mencakup peningkatan promosi, pengembangan metode pembayaran digital, perbaikan kebersihan area wisata, dan koordinasi perbaikan akses jalan, untuk meningkatkan kepuasan, loyalitas, dan kunjungan ulang, sekaligus memperkuat citra dan keberlanjutan destinasi.

Kata kunci: Agrowisata, Kepuasan Konsumen, Strategi Pemasaran



ABSTRACT

Agrotourism Kampung Durian is an agricultural-based tourism destination with durian as its main commodity. Service quality and appropriate marketing strategies are the keys to enhancing competitiveness and ensuring destination sustainability. This study aims to (1) identify the level of importance (expectations) of consumers toward service quality, (2) measure the level of consumer satisfaction, and (3) formulate marketing strategies based on the 7P marketing mix. The research population consists of all visitors during the study period, with a sample of 94 respondents determined using the Slovin formula at a 10% margin of error and a purposive sampling technique. The analysis methods used are the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results show that important service attributes include tourism products, pricing, accessibility, promotion, human resource competence, service processes, and physical evidence. The CSI score of 68.99% falls into the “satisfied” category. The priority marketing strategies for Kampung Durian Agrotourism include enhancing promotion, developing digital payment methods, improving the cleanliness of the tourist area, and coordinating road access improvements, in order to increase satisfaction, loyalty, and repeat visits, as well as strengthen the destination’s image and sustainability.

Keywords: *Agrotourism, Consumer Satisfaction, Marketing Strategy*

