

Kano Model Analysis for Measuring Visitor's Perception Towards Facility and Services in Teluk Penyu Tourism Area

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Abstract. *The current phenomenon is that many areas have the potential as tourist destinations but are not managed and equipped with proper facilities as tourist areas. Teluk Penyu is one of the tourism destinations that have the potential to develop. Therefore, improvements to the management of the Teluk Penyu need to be made to increase the interest of visiting tourists. This study uses the Kano Model, which focuses on the facilities and presents the Tourist Attraction Variable (A4), including accessibility, amenities, attractions, and ancillary. The results of this study indicate that the satisfaction attributes of A4 can be grouped into Kano's satisfaction category, namely one attribute in the must-be category, eight in one-dimensional, seven in attractive, and four in indifferent. Therefore, the priority for improvement starts from the must-be, one-dimensional, and attractive categories.*

Keywords: *Tourism, Teluk Penyu, Kano, Tourist Attraction, Satisfaction*

I. INTRODUCTION

Teluk Penyu tourist area is one of Indonesia's tourist destinations located on the edge of the Indian Ocean and bordered by Nusakambangan Island. One of the attractions of Teluk Penyu is its historical heritage which was the former headquarters of the Dutch East Indies army (Azahro, 2019). In addition, Teluk Penyu provides the highest regional income in the Cilacap area compared to other tourist destinations. Therefore, Teluk Penyu has the potential to become a leading tourist destination in Cilacap Regency.

However, at this time, the Teluk Penyu can be said to be less feasible as a tourist destination (Pramila, 2017). The lack of attention from the local government as the area's owner makes this area unmanageable. In addition, the facilities and infrastructure are not maintained, as evidenced by the condition of the beach, which is full of scattered garbage (Figure 1.) which makes it

difficult for tourists to enjoy the beauty of the Teluk Penyu beach.



Figure 1. The state of the seashore of Teluk Penyu beach

Several reviews quoted from tourism application sites show some complaints from tourists who visit Teluk Penyu. Therefore, it is necessary to improve the management of the Teluk Penyu tourist area to increase the interest of visiting tourists. Indeed, suppose a tourist destination that has the potential to develop can be appropriately managed and with the right system. In that case, it will be able to improve the welfare of industrial and economic players in the area (Rusyidi & Fedryansah, 2018).

Therefore, this study aims to analyze visitors' perceptions of the Teluk Penyu tourist area to provide recommendations for improvements to increase visitor satisfaction. The practical implication of this research is to increase the number of visitors to the Teluk Penyu tourist area and improve the residents' economy. In addition,

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by knowing visitors' perceptions, the tourism area's management can determine future policies and strategies for developing Teluk Penyu.

Various methods can be used to analyze visitor perceptions for further improvement efforts. One such method is the Kano Model. Kano's model was developed from Herzberg's motivator-hygiene theory, which aims to achieve job satisfaction and the concept of quality from Dr. Ishikawa (Chen et al., 2019). Kano's model can change the specific attributes of products and services into attributes that affect customer satisfaction (Meng & Dong, 2018). Kano's model can provide a realistic understanding of visitor perceptions by classifying quality into five categories: attractive, one-dimensional, must-be, indifferent, and reverse (Chen et al., 2019).

In general, research using the canoe model discusses the effect of visitor satisfaction using the Service Quality variable as a variable in determining the attributes of the questionnaire statement as a dimension of service and service quality (Prananda et al., 2019; Purnamasari &

Yuliansyah, 2020; Tehranineshat et al., 2022). The variable used to measure visitor perceptions in this study is the tourist attraction variable, which consists of A4 (accessibility, amenity, attraction, and ancillary) (Setiawan, 2015). Variable A4 is used to measure the level of satisfaction of Teluk Penyu visitors comprehensively, where the selection of this variable follows the scope of the research object.

Based on the description above, this study will measure visitors' perception of the Teluk Penyu tourist area on the service facilities provided by integrating the Kano model and the tourist attraction variable (A4) as a measure of satisfaction. Variable A4 is part of the concept of a potential tourist area that aims to improve and complete the facilities desired by tourists (Setiawan, 2015).

II. RESEARCH METHOD

Tourist Attraction Variables

The tourist attraction variable (A4) is used to identify the needs of visitors to the Turtle Bay

Table 1. Tourist Attraction Variables

Variable Tourist Attraction	Code	Attributes
Accessibility (AC)	AC1	Teluk Penyu area has easy access for tourists to visit
	AC2	The road conditions in Teluk Penyu area are easy for vehicles to pass
	AC3	Teluk Penyu areas can be accessed using public transportation
	AC4	Entrance tickets for Teluk Penyu areas are easy to get online or in person.
	AC5	Entrance tickets for Teluk Penyu areas are easy to get online or in person
Amenity (AM)	AM1	Teluk Penyu area is immaculate and neatly arranged
	AM2	Teluk Penyu area is equipped with facilities for places of worship
	AM3	It's easy to find restaurants in Teluk Penyu area
	AM4	Teluk Penyu Area has Automated Teller Machine (ATM) facilities
	AM5	There is a parking area that is more neatly arranged
	AM6	Easy to find trash cans around the Teluk Penyu area
	AM7	There is a comfortable gazebo on the beach in the Teluk Penyu area
Attraction (AT)	AT1	There is a cultural attraction to increase interest in tourist visits (art performances) in the Teluk Penyu area
	AT2	There are water sports rides in the Teluk Penyu area to increase interest in tourist visits
	AT3	There is a Food Court area in the Teluk Penyu area with a modern building concept
	AT4	There is a playground in the Teluk Penyu area
Ancillary (AN)	AN1	There are bean bag rentals on the beach in Teluk Penyu area
	AN2	There is a cleaning scheduling in Teluk Penyu area
	AN3	There is surveillance in the coastal area of Teluk Penyu area
	AN4	There is an information center to help tourists in the Teluk Penyu area

tourist area. In addition, this variable aims to determine the potential or resources possessed by a tourist area. The definition of each variable is as follows.

1. Accessibility. Ease for tourists to reach tourist sites includes travel routes, tourist data, time to tourist sites, costs, and easy access to transportation.
2. Amenity. Availability of facilities supports comfort and convenience for tourists, such as places of worship, restaurants, banks, souvenir shops, information offices, and health and security facilities.
3. Attraction. Cultural attractions, natural beauty, and events are an attraction for tourists.
4. Ancillary. Supporting facilities in the tourist area are easily accessible, increasing the interest of visiting tourists.

The question indicators used in this study consisted of four variables and 20 question attributes. In detail, the question attributes of tourist attractions used in this study can be seen in Table 1.

Kano Model

Measurement of visitors' perceptions of Turtle Bay will be measured and analyzed using the Kano method. The Kano model can be illustrated in a start consisting of vertical and horizontal axes. An overview of the Kano process can be seen in Figure 2. The vertical axis in the Kano method describes the degree of customer satisfaction with a service, while the horizontal axis describes how well the service meets customer expectations (Mustakim & Anggraeni,

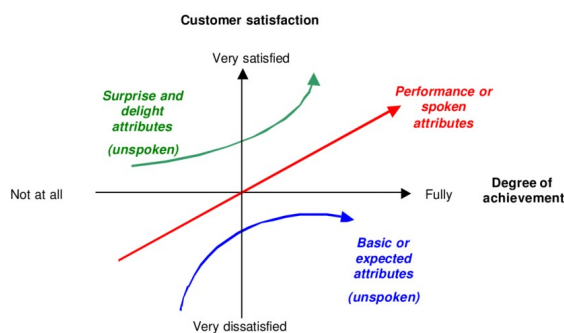


Figure 2. Kano Model (Kano et al., 1984)

2016). The Kano model explains what requirements are essential to increase visitor satisfaction. Classification of satisfaction into clear types can help service managers or services to focus on efforts to meet visitor needs and reduce visitor dissatisfaction (Sari, 2018).

The previously mentioned A4 attribute is defined as a functional statement question and a dysfunctional question on the questionnaire to determine what Turtle Bay Tourism Area visitors feel. In simple terms, the functional question form means that the feature is in the service, while the dysfunctional is not in the service (Bhardwaj et al., 2021). These functional and dysfunctional statements are poured into a questionnaire aimed at people who have visited the Teluk Penyua Area using a five-point Likert scale, namely 1) Like, 2) Must-be, 3) Neutral, 4) Live with, 5) Dislike (Dewi, 2019).

The results of this questionnaire were then collected and categorized into six quality classifications of the Kano Model, described as follows (Rahmayuni et al., 2016). The classification of quality are (can be seen in Table 2):

1. Must Be or Basic needs. In the must-be or basic needs category, customers will be dissatisfied if the performance of the attribute in question is low. But customer satisfaction did not increase far above neutral even though the performance of the features was relatively high.
2. One-dimensional or performance needs. Customer satisfaction is linearly related to using performance attributes in one-dimensional categories or performance needs. As a result, high attribute performance will lead to increased customer satisfaction.
3. Attractive or excitement needs. Attractive or excitement needs category, the level of customer satisfaction will be higher if the attribute performance increases. However, the decrease in attribute performance cannot reduce the satisfaction level.
4. Indifferent. Customers do not care about the attributes offered. As a result, the presence or absence of these attributes does not affect the increase or decrease in customer satisfaction.

Table 2. Kano evaluation

Customer Requirements		Dysfunctional (negative) question				
		Like	Must be	Neutral	Live with	Dislike
Functional (positive) question	Like	Q	A	A	A	O
	Must be	R	I	I	I	M
	Neutral	R	I	I	I	M
	Live with	R	I	I	I	M
	Dislike	R	R	R	R	Q

Keterangan:

A = Attractive	O = One-dimensional	R = Reserve
M = Must be	Q = Questionable	I = Indifferent

5. Reverse. Reverse describes the company's determination as the opposite of what the customer feels.

6. Questionable. Questionable describes answers from respondents that do not match the statements submitted.

Furthermore, the determination of categories based on the questionnaire results can be done by following the provisions of the Bloth Formula (Rauf et al., 2018):

1. If the total score (one dimensional + attractive + must be) > total score (Indifferent + reverse + questionable) then the maximum grade is

obtained from (one dimensional attractive, must be).

2. If the total score (one dimensional + attractive + must be) < total value (indifferent + reverse + questionable) then the maximum grade is obtained from (Indifferent + reverse + questionable).

3. If the total value (one dimensional + attractive + must be) = total value (indifferent + reverse + questionable), then the maximum grade is taken from the existing canoe category (one dimensional, attractive, must be, indifferent, reverse, questionable).

After obtaining the category of each A4 satisfaction attribute statement, a better and worse calculation will be carried out to determine the level of visitor satisfaction and dissatisfaction. The value of customer satisfaction and dissatisfaction is calculated on each attribute with the provision that the value of dissatisfaction is close to -1, meaning that if the attribute statement is not fulfilled, it will cause a sense of disappointment, which is high. Conversely, the satisfaction value close to +1 implies that if the statement attribute is fulfilled, it will give a high satisfaction value. The calculation of better (satisfaction) and worse (dissatisfaction) can be seen in Formula (1) and (2) (Amran & Ekadeputra, 2012).

$$\text{Extent of Satisfaction} = \frac{A+O}{A+O+M+I} \tag{1}$$

$$\text{Extent of Dissatisfaction} = \frac{O+M}{(A+O+M+I)(-1)} \tag{2}$$

III. RESULTS AND DISCUSSION

Respondent Profile

Respondents of this study consisted of 162 people with special requirements who had been

Table 3. Distribution of respondent demographic

Characteristics	Frequency (%)
Gender	
Male	39,50
Female	60,50
Age	
< 20	6,20
20 – 30	92,60
> 30	1,20
Profession	
Students	75,30
Employee	11,70
Entrepreneur	4,30
Civil Servant	1,90
Teacher	1,10
Freelancer	0,60
Housewife	1,20
Nurse	0,60
Unemployed	2,50
Monthly Income	
< Rp 1.000.00,00	71,0
Rp 1.000.000,00 – Rp 5.000.000,00	25,3
> Rp 5.000.000,00	3,70

to the Teluk Penyu Area. Table 3. shows the demographic distribution of the respondents in this study. Respondents in this study were dominated by women with an age range of 20-30 years. This result shows that the majority of visitors to Teluk Penyu are tourists with a young age range, so further improvement proposals must be considered following this result.

Kano Model Analysis

The area will be analyzed using the Bloth Formula. The results show the 20 A4 tourist attraction attributes used to determine satisfaction. There is one attribute (AC5) that is included in the must-be category, eight attributes (AC2, AM1, AM2, AM3, AM5, AM6, AN2, and AN3) in the one-dimensional category, and seven attributes (AC1, AC3, AM7, AT1, AT2, and AT3) are in the attractive category, and four attributes (AC4, AM4, AT4, and AN1) are in the indifferent category. On the other hand, no attributes are included in the questionable and reserve groups. In total, the results of quality classification can be seen in Table 4.

After knowing the categories of each

satisfaction attribute, this study then determines the better and worse values of each attribute. Better and worse scores will show how satisfied and dissatisfied Teluk Penyu visitors are with the current facilities and services.

Table 5. shows the better and worse values for each satisfaction attribute, where the AM1 attribute has the highest better and worse values, namely 0.71 and 0.68, respectively. This result indicates that visitors are most satisfied with the cleanliness, and the facilities and infrastructure have been neatly arranged. Therefore, this attribute belongs to the one-dimensional category.

In addition, the AM6 attribute also has the lowest worse level with a value of 0.68, which means that the ease of finding trash bins around the Teluk Penyu area has not been fulfilled. Therefore, AM6 attributes are also included in the one-dimensional category. From this value, it can be concluded that there is a need for more attention to cleanliness aspects around the Teluk Penyu area because it has a significant deal of satisfaction and disappointment.

The current state of the beach, which is full

Table 4. Determination of satisfaction attribute category

No	Code	A	M	O	R	Q	I	A+M+O	R+Q+I	Category
1	AC 1	56	24	55	0	4	23	135	27	A
2	AC 2	38	27	50	6	8	33	115	47	O
3	AC 3	50	11	39	5	2	55	100	62	A
4	AC 4	29	25	21	4	3	80	75	87	I
5	AC 5	22	38	31	6	12	53	91	71	M
6	AM1	30	26	80	2	4	20	136	26	O
7	AM2	34	29	57	2	4	36	120	42	O
8	AM3	45	12	65	1	2	37	122	40	O
9	AM4	31	7	22	25	3	74	60	102	I
10	AM5	40	17	53	2	5	45	110	52	O
11	AM6	23	23	77	11	5	23	123	39	O
12	AM7	59	12	45	0	1	45	116	46	A
13	AT1	63	5	34	0	1	59	102	60	A
14	AT2	55	9	23	2	2	71	87	75	A
15	AT3	68	3	22	2	1	66	93	69	A
16	AT4	55	5	17	1	3	81	77	85	I
17	AN1	56	4	21	2	1	78	81	81	I
18	AN2	45	16	60	0	2	39	121	41	O
19	AN3	38	18	65	1	2	38	121	41	O
20	AN4	52	15	44	1	3	47	111	51	A

of scattered garbage, occurs due to the lack of facilities, facilities, and awareness of the management of the cleanliness of the Teluk Penyu area. The scattered trash can make it difficult for tourists to enjoy the beauty of the beach. As an area that has the potential to pay attention to cleanliness, especially in the beachfront location, the manager can increase the number of trash cans at points that are the center for gathering visitors. Good quality of cleanliness and tidiness is essential in creating a level of comfort and comfort for visitors when having recreation in the Teluk Penyu area (Kalebos, F. 2016).

Proposed improvements will focus on the must-be, one-dimensional, and attractive categories. This is because the attributes in these categories significantly impact satisfaction and dissatisfaction. At the same time, the indifferent class will not considerably impact visitor satisfaction.

Must-be Category

The Kano model provides an opportunity for attributes in the must-be category to be the focus

of improvement because must-be is an attribute that should be fulfilled. If this category is not met, visitors will feel very dissatisfied because visitors consider these attributes to be fulfilled and basic needs.

The results of the Bloth formula recapitulation obtained statements that fall into the must-be category, namely attributes related to the suitability of ticketing prices with facilities and services with a satisfaction level of 0.37 if appropriately implemented and a disappointment level of -0.48 if not done well.

The ticket price set by the manager to visitors is very influential on the interest of tourist visits. This follows the facilities, facilities, and services perceived by tourists. This is because facilities are a series of leading product indicators in tourist areas (Suryani & Wahyu, 2018). If the must-be attributes are met, visitor satisfaction will not increase significantly. On the other hand, if these attributes are not met, then the level of visitor satisfaction will decrease, which can be seen from the calculation of the better and worse value, with the difference in values not being so far (Algifari, 2019).

Table 5. Better and worse value

No	Code	Category	Better	Worse
1	AC 1	A	0,7	0,5
2	AC 2	O	0,59	0,52
3	AC 3	A	0,57	0,32
4	AC 4	I	0,32	0,3
5	AC 5	M	0,37	0,48
6	AM1	O	0,71	0,68
7	AM2	O	0,58	0,55
8	AM3	O	0,69	0,48
9	AM4	I	0,4	0,22
10	AM5	O	0,6	0,45
11	AM6	O	0,68	0,68
12	AM7	A	0,65	0,35
13	AT1	A	0,6	0,24
14	AT2	A	0,49	0,2
15	AT3	A	0,57	0,16
16	AT4	I	0,46	0,14
17	AN1	I	0,48	0,16
18	AN2	O	0,66	0,48
19	AN3	O	0,65	0,52
20	AN4	A	0,61	0,37

One-dimensional Category

The Teluk Penyu Area management needs to pay attention to statements that fall into the one-dimensional category because they affect the level of visitor satisfaction proportionally. If the attributes included in this category increase, happiness will increase, and vice versa. For example, the road condition in the Teluk Penyu Area is included in the one-dimensional, with the value of satisfaction level increasing by 0.59 if this attribute improves adequately. On the other hand, if left alone, you will get a disappointment value of 0.52. Based on the identification of A4 on accessibility, there are several damaged roads at several points passed by tourists, such as potholes and slippery roads that can cause discomfort for visitors when traveling in the Teluk Penyu area. If this continues to be left without any improvement efforts, it will reduce the interest of visiting tourists. This result follows the research by (Gustin et al., 2021), where it is necessary to

periodically repair slippery roads and potholes in the development of the Teluk Penyu Area.

The statement that the Turtle Bay tourist area is clean and neatly arranged and that it is easy to find trash cans around the tourist area is included in One dimensional with a satisfaction level of 0.71 and 0.68. The result means that if this attribute is implemented well, then satisfaction will increase by 0.71, and the value of the level of disappointment is 0.68 if the feature is not implemented correctly. Therefore, identifying A4 in the Amenity aspect related to supporting facilities for tourist comfort, cleanliness, and tidiness in the Turtle Bay tourist area cannot be said to be good because there is still much garbage scattered around the beach area.

In the one-dimensional category, the satisfaction level is obtained with a value of 0.66 and a disappointment level of -0.48 which means that visitors will feel satisfied if the beachfront area has a cleaning schedule. However, visitors will feel dissatisfied if it is not fulfilled. The piles of garbage in the Turtle Bay Tourism area can be caused by the lack of awareness of visitors and the limited availability of trash cans that are easily accessible by visitors. This will be borne by the manager, who should be responsible for waste management performance in the Turtle Bay Tourism area. Can be indicated by the assumption that it is less effective and efficient in waste management carried out by the manager. Cooperation between the local government and the management is needed to deal with the problem of garbage on the Turtle Bay Tourism Area coast by making a daily beachside cleaning system and increasing the number of trash bins in the Teluk Penyu Area (Masjhoer, 2017)

The statement that there is Supervision in the Coastal Area of the Turtle Bay Tourism Area is included in the one-dimensional category with a satisfaction level of 0.65 and a disappointment value of -0.52. Currently, the Turtle Bay tourist area does not have a supervisory team in the coastal zone. Therefore, many tourists expect a supervisory team in the Turtle Bay area to anticipate things that are not desirable. The coast guard on duty must also be equipped with supporting facilities and infrastructure such as

loudspeakers and buoys. In addition, beachside attractions such as the Turtle Bay Tourism area should have a coast guard that aims to monitor tourists playing in the beach area, including watching people swimming in the sea.

Religious facilities are a significant need for religious people who carry out tourism activities. As stated in the statement that the Teluk Penyu Tourism Area is equipped with facilities for places of worship, it is one-dimensional with a satisfaction level of 0.58 and a disappointment level of -0.55. Visitors will feel dissatisfied if this is not fulfilled properly. The availability of facilities for places of worship must be supported by the availability of proper and clean prayer tools for tourists to use when worshipping.

A safe and neatly arranged parking area is essential in a tourist area. Parking facilities and infrastructure are a tourist need because most tourists visit the Turtle Bay tourist area using private vehicles. The statement regarding a neatly arranged particular parking area is included in the one-dimensional category with a satisfaction level value of 0.60 and a disappointment level value of -0.45. The availability of land is needed to accommodate visitor vehicles. Some visitors park their cars irregularly near the stalls that line the beach, reducing the space for tourists and can cause congestion (Hidayat, 2020).

Attractive Category

Efforts to increase interest in visiting the Teluk Penyu Wiata Area can be made by considering the attributes that are in the attractive category. If the attractive category is increased, it will increase satisfaction for visitors, which is very significant. However, if it is not fulfilled, it will not decrease the satisfaction level (Algifari, 2019).

The statement regarding the Teluk Penyu that can be accessed using public transportation is included in the attractive category with an increase in the satisfaction value of 0.57 and the disappointment value of 0.32. Currently, in the Teluk Penyu Tourism Area, access to public transportation, such as city transportation, is only up to the entrance of the bay tourist area. However, it lacks facilities and infrastructure, such

as a waiting area. If there is a bus stop in the Teluk Penyu area, it can increase the satisfaction felt by visitors. However, if this is not realized, it will not affect the decrease in visitor satisfaction levels.

The purpose of tourists visiting coastal areas usually aims to relax and enjoy the beauty of the beach. Therefore, Peru is supported by the facilities and means to relax. The comfortable gazebo is included in the attractive category, with a satisfaction level of 0.65 and a disappointment level of -0.35. There is a gazebo to relax in the Turtle Bay Tourism Area, but there are some gazebos that can be said to be less than proper because there are still gazebos that look shabby. Increasing the number of pavilions and repairing gazebos that have begun to be inappropriate can be done to create a sense of comfort for visiting tourists.

Areas that have the potential to be used as tourist areas need to be supported by tourist attractions to increase interest in tourist visits, which can be in the form of entertainment vehicles and cultural attractions. For example, water sports rides in the Teluk Penyu are in the attractive category with a satisfaction value of 0.49 and a disappointment level of -0.20, which means that the addition of water sports rides can be used as an attraction to increase tourist interest. Visitors can feel the sensation of traveling by boat to visit Nusa Kambangan Island in the Turtle Bay Area. The result can be developed by adding water sports rides such as banana boats and jetskis in the Turtle Bay Tourism Area. In addition, the statement regarding cultural attractiveness to increase interest in tourist visits (art performances) in the Teluk Penyu Tourism Area is included in the attractive category with a satisfaction value of 0.60 and a disappointment level value of -0.24. If this is not realized, it will not affect the significant decrease in visitor satisfaction levels. The cultural attractions in question include dance and music as a medium of entertainment and introducing the beauty of culture to tourists. The manager can work with the studio owner in the city of Cilacap to take advantage of their cultural potential (Edi & Ayu, 2018).

The addition of a food court area in the Teluk Penyu with a modern building concept is included in the attractive category with a satisfaction value of 0.61 and a disappointment value of -0.37, which means that if there is a food court development with a modern design, it can be used as a destination. Furthermore, with the construction of a food court, culinary tourism in the Teluk Penyu can also improve the economy of residents who sell various kinds of food in the tourist area if appropriately managed and with the right system (Luthfiyya, 2019).

Some tourists consider the availability of information boards in a tourist area necessary. The limitations of the information boards in the Teluk Penyu can be caused because the manager does not know how important the existence of an information center is. The statement regarding the availability of the information center is included in the attractive category with a satisfaction level of 0.61 and -0.31, which means that if there is an information center in the Turtle Bay tourist area, it is considered very helpful for tourists to get information. Providing information boards in tourist areas means that we fulfill the rights of visiting tourists. The information board contains information on tourist areas, prohibitions, and provisions in a tourist area and contains warnings about things that are not desirable (Egar et al., 2019).

IV. CONCLUSION

The results of this study will provide practical implications for the future development of the Teluk Penyu area. There is one attribute in the must-be category, eight in the one-dimensional category, seven in the attractive category, and four in the indifferent category. The highest level of satisfaction and dissatisfaction is found in the facilities' cleanliness and neat layout. Improvement priorities are attributes in the must-be category to increase visitors. After the attributes in the must-be class are met, the improvement focus will be shifted to the one-dimensional and attractive.

The Kano Model has several weaknesses. The Kano Model only comes to grouping attributes

into categories without any quantification process. In addition, the analysis related to the reasons for the perception of visitors or consumers on these attributes cannot be explored further. Therefore, it is necessary to integrate the Kano Model with other methods to eliminate the effects of this weakness, such as Quality Function Deployment (QFD) and importance-Performance Analysis (IPA).

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