

ABSTRACT

GDP contribution of the tourism industry in Indonesia tend to start to decline in 2010. Based on the initial survey, customer share in Bandung Raya low, provides tourists with the less superior of destination value of Bandung Raya compared with other destinations. Additionally, its reputation has not been high enough in creating tourists' needs of visits. This condition has caused declining trend in its revenue. Therefore, destination's sustainable development is required in order to increase its value and reputation. This affects the customer share by way of assessing the suitability of product performance of tourism destinations product with tourist demands. This study is aimed at assessing and analyzing the effects performance of tourism destinations product comprising attractions, infrastructure and accessibility to tourist value, and destination reputation and their impacts on customer share. The method used is survey method, types of research descriptive analysis using total score and analysis verifikatif using Structural Equation Modeling (SEM) considering a model consisting of a number of causal relationships among latent variables. The method of determining sample size using power analysis techniques. Sampling techniques are used Stratified Random Sampling. Number of samples taken as many as 506 tourists. The results showed that tourists value gives the most impact in creating customer share. Accessibility to the major influences in creating tourist value. Infrastructure provide the most impact in creating a reputation destinations. Other factors not studied had a greater influence on customer share compared with the studied variables.

Key words: performance of tourism destinations product, attractions, infrastructure, accessibility, tourist value, destination reputation, customer share

ABSTRAK

Kontribusi PDRB industri pariwisata di Indonesia cenderung mulai menurun tahun 2010. Berdasarkan survey awal, *customer share* di Bandung Raya rendah, wisatawan merasakan nilai destinasi Bandung Raya belum superior dibandingkan destinasi lain dan reputasi destinasi Bandung Raya belum tinggi menciptakan kebutuhan wisatawan untuk berkunjung. Kondisi ini mengakibatkan pertumbuhan (PAD) di wilayah Bandung Raya mengalami naik turun bahkan tren kecenderungan menurun. Untuk itu para pelaku pembangunan berkelanjutan destinasi wilayah dituntut untuk meningkatkan nilai wisatawan dan reputasi destinasi sehingga memberikan dampak pada *customer share*, dengan cara menilai kesesuaian kinerja produk destinasi wisata dengan tuntutan wisatawan. Tujuan penelitian ini untuk mengkaji dan menganalisis pengaruh kinerja produk destinasi wisata yang mencakup atraksi, prasarana dan aksesibilitas terhadap nilai wisatawan dan reputasi destinasi serta dampaknya pada *customer share*. Metode penelitian yang digunakan adalah metode survey, jenis penelitian analisis deskriptif dengan menggunakan skor total dan analisis verifikatif. menggunakan *Structural Equation Modeling (SEM)* mengingat model tersusun atas sejumlah hubungan kausal antar variabel laten. Cara penentuan ukuran sampel menggunakan teknik *power analysis*. Tehnik pengambilan sampel yang digunakan *Stratified Random Sampling*. Jumlah sampel yang diambil sebanyak 506 wisatawan. Hasil penelitian menunjukkan bahwa nilai wisatawan memberikan pengaruh paling besar dalam mewujudkan *customer share*. Aksesibilitas memberikan pengaruh paling besar dalam mewujudkan nilai wisatawan. Prasarana memberikan pengaruh paling besar dalam mewujudkan reputasi destinasi. Faktor-faktor lain yang tidak diteliti memiliki pengaruh lebih besar terhadap *customer share* dibanding dengan variabel-variabel yang diteliti.

Kata kunci : kinerja produk destinasi wisata, atraksi, prasarana, aksesibilitas, nilai wisatawan, reputasi destinasi, *customer share*