

## ABSTRAK

Penelitian dengan judul "Optimalisasi Fasilitas Wisata Guna Meningkatkan Kepuasan Wisatawan di Destinasi Wisata *Waterpark Singapore*" ini ditulis oleh Hasna Laila Abida, NIM. 126407203012. Program Studi Pariwisata Syariah Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Dosen pembimbing Dedi Suselo, S.E., M.M.

Penelitian ini dilatarbelakangi sektor pariwisata bukan hanya fokus terhadap banyaknya jumlah wisatawan yang datang ke suatu destinasi wisata, akan tetapi memastikan wisatawan untuk mendapatkan pengalaman yang berharga saat mereka berkunjung ke suatu destinasi wisata tersebut. *Waterpark Singapore* merupakan suatu destinasi wisata yang daya tarik wisata utamanya yaitu kolam renang. Tentu untuk menarik perhatian bukan hanya daya tarik wisatanya, melainkan fasilitas wisata yang disediakan mampu memenuhi kebutuhan wisatawan dan memberikan kepuasan kepada wisatawan. Fokus penelitian ini adalah: (1) Bagaimana potensi yang dimiliki destinasi wisata *Waterpark Singapore*? (2) Bagaimana strategi yang dapat diberikan pengelola (*owner*) kepada karyawan dalam mengoptimalkan fasilitas wisata di destinasi wisata *Waterpark Singapore*? (3) Bagaimana pengaruh optimalisasi fasilitas wisata yang diberikan pengelola (*owner*) kepada karyawan dalam meningkatkan kepuasan wisatawan di destinasi wisata *Waterpark Singapore*?

Pada penelitian ini menggunakan pendekatan kualitatif. Adapun narasumber (*informan*) dalam penelitian ini adalah pengelola (*owner*), karyawan, serta wisatawan di *Waterpark Singapore*. Teknik pengumpulan data menggunakan observasi, wawancara mendalam (*indepth interview*), serta dokumentasi. Teknik analisis data menggunakan teori dari Miles dan Huberman yaitu reduksi data, display data (penyajian data) dan penarikan kesimpulan (*conclusion drawing/verification*).

Hasil penelitian ini menunjukkan bahwa: (1) Potensi wisata yang dimiliki destinasi wisata *Waterpark Singapore* yaitu aksesibilitasnya cukup strategis dan mudah dijangkau oleh wisatawan. Dari *owner Waterpark Singapore* juga melakukan kerja sama dengan Dinas Kabupaten Tulungagung serta instansi-instansi pihak sekolah. *Waterpark Singapore* memiliki daya tarik wisata utamanya yaitu kolam renang. Selain itu, ada *Singapore Garden*, *Singapore Night Paradise* (wisata malam), spot foto yang *instagrammable*, serta fasilitas yang disediakan juga cukup lengkap dan memadai. (2) Strategi yang diberikan pengelola kepada karyawan dalam mengoptimalkan fasilitas wisata yaitu melakukan pemeriksaan, pengawasan, serta perbaikan. (3) Dalam upaya mengoptimalkan fasilitas wisata yang diberikan pengelola kepada karyawan tentunya memberikan kepuasan kepada wisatawan. Pengalaman wisatawan selama berkunjung ke destinasi wisata tersebut sesuai dengan harapan mereka. Mulai dari harga tiketnya yang terjangkau, memberikan pelayanan yang baik, serta menciptakan kondisi area wisata tetap bersih sehingga membuat wisatawan merasa nyaman.

**Kata kunci: optimalisasi fasilitas wisata, kepuasan wisatawan**

## **ABSTRACT**

*The research entitled "Optimizing Tourist Facilities to Increase Tourist Satisfaction at Singapore Waterpark Tourist Destinations" was written by Hasna Laila Abida, NIM. 126407203012. Sharia Tourism Study Program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University, Tulungagung. Supervising lecturer Dedi Suselo, S.E., M.M.*

*This research is motivated by the tourism sector not only focusing on the large number of tourists who come to a tourist destination, but ensuring that tourists get a valuable experience when they visit a tourist destination. Waterpark Singapore is a tourist destination whose main tourist attraction is the swimming pool. Of course, to attract attention is not only the tourist attraction, but also the tourist facilities provided that are able to meet tourist needs and provide satisfaction to tourists. The focus of this research is: (1) What potential does the Waterpark Singapore tourist destination have? (2) What strategies can managers (owners) provide to employees in optimizing tourist facilities at the Singapore Waterpark tourist destination? (3) What is the effect of optimizing tourist facilities provided by the manager (owner) to employees in increasing tourist satisfaction at the Singapore Waterpark tourist destination?*

*This research uses a qualitative approach. The sources (informants) in this research are managers (owners), employees and tourists at Waterpark Singapore. Data collection techniques use observation, in-depth interviews, and documentation. The data analysis technique uses theories from Miles and Huberman, namely data reduction, data display (data presentation) and conclusion drawing (verification).*

*The results of this research show that: (1) The tourism potential of the Singapore Waterpark tourist destination is that its accessibility is quite strategic and easy for tourists to reach. The owner of Waterpark Singapore also collaborates with the Tulungagung Regency Department and school agencies. Waterpark Singapore has its main tourist attraction, namely the swimming pool. Apart from that, there is the Singapore Garden, Singapore Night Paradise (night tour), Instagrammable photo spots, and the facilities provided are also quite complete and adequate. (2) The strategy given by the manager to employees in optimizing tourist facilities is carrying out inspections, supervision and repairs. (3) In an effort to optimize the tourist facilities provided by the management to employees, it certainly provides satisfaction to tourists. Tourists' experiences during visits to these tourist destinations are in line with their expectations. Starting from affordable ticket prices, providing good service, and keeping the tourist area clean so that tourists feel comfortable.*

**Keywords: optimization of tourist facilities, tourist satisfaction**