

ABSTRACT

ANI ARSELA. NIM 2018110029. The Effect of CHSE Implementation on Carnival Zone Tourist Satisfaction at the Golden Conch Legend Park in the Pre-Revitalization Period Under the guidance of Mrs. Ina G Djamhur, A.Par, M.Sc

The carnival zone is a special zone in the Golden Conch Legend Park, because it is the most popular zone. This is because there are rides for children and families to play. In 2020-2022, the number of visitors to the Golden Conch Legend Park fluctuated, as well as large-scale social restrictions, resulting in a decrease in visitors and then visitor closures and then closures due to revitalization. The purpose of this study was to find out about the application of CHSE, the level of tourist satisfaction, and the effect of the application of CHSE on the satisfaction of tourists in the Carnival Zone at the Legenda Keong Emas Park in the Pre-Revitalization Period. The analytical method used is descriptive quantitative. The research respondents totaled 100 samples with the criteria of people who had visited the Carnival Zone of the Golden Conch Legend Park for the 2020-2022 period and the data collection technique used a questionnaire by spreading the google form link through the WhatsApp and Instagram platforms. The research data was processed using SPSS version 23. The data analysis used was quantitative descriptive analysis, simple linear regression, and T test. Based on the results of the research analysis, it is known that the average result of the application of CHSE is 3.57 which means that the application of CHSE in the Carnival Zone of the Legenda Keong Emas Park is good, with the highest indicator being 3.77 in checking the body temperature of visitors in the Health dimension and the lowest indicator is 3.41 on the availability of toilet equipment in the Cleanliness dimension. In the results of the analysis of tourist satisfaction of 4.40, which means very satisfied, with the highest indicator of 4.53 on interest in revisiting because of the memorable experience and knowledge contained in the dimension of interest in revisiting and the lowest indicator being 4.24 on the cleanliness of facilities and the environment. tourism zone with what is expected in the dimension of conformity of expectations. The application of CHSE has a positive and significant effect on tourist satisfaction in the Carnival Zone of the Golden Conch Legend Park, meaning that the better the implementation of CHSE, the higher the satisfaction that tourists will get from the Carnival Zone of the Golden Conch Legend Park. The researcher suggests to the manager of the Golden Conch Legend Park Carnival Zone to improve or increase the dimensions of CHSE implementation and tourist satisfaction with a lower average value.

Keywords: Implementation of CHSE, Tourist Satisfaction, Carnival Zone, Golden Conch Legend Park, Revitalization

ABSTRAK

ANI ARSELA. NIM 2018110029. **PENGARUH PENERAPAN CHSE TERHADAP KEPUASAN WISATAWAN ZONA KARNAVAL DI TAMAN LEGENDA KEONG EMAS PADA MASA SEELUM REVITALISASI. Di bawah Bimbingan Ibu Ina G Djahur,A.Par,M.Sc**

Tujuan penelitian ini untuk mengetahui tentang penerapan CHSE, tingkat kepuasan wisatawan, dan pengaruh antara penerapan CHSE terhadap kepuasan wisatawan Zona Karnaval di Taman Legenda Keong Emas Pada Masa Sebelum Revitalisasi. Metode analisis yang digunakan adalah deskriptif kuantitatif. Responden penelitian berjumlah 100 sampel dengan kriteria orang yang pernah berkunjung ke Zona Karnaval Taman Legenda Keong Emas periode 2020-2022 dan teknik pengumpulan data menggunakan kuesioner dengan menyebarkan *link google form* melalui *platform WhatsApp* dan *Instagram*. Data penelitian diolah dengan menggunakan *SPSS* versi 23. Analisis data yang digunakan adalah analisis deskriptif kuantitatif, regresi linier sederhana, dan uji T. Berdasarkan hasil analisis penelitian diketahui hasil rata-rata penerapan CHSE sebesar 3,57 yang artinya penerapan CHSE di Zona Karnaval Taman Legenda Keong Emas baik, dengan indikator tertinggi adalah 3,77 pada pengecekan suhu tubuh pengunjung yang terdapat di dalam dimensi *Health* (Kesehatan) dan indikator terendah adalah 3,41 pada ketersediaan kelengkapan peralatan toilet yang terdapat di dalam dimensi *Cleanliness* (Kebersihan). Pada hasil analisis kepuasan wisatawan sebesar 4,40 yang artinya sangat puas, dengan indikator tertinggi 4,53 pada minat berkunjung kembali karena pengalaman dan pengetahuan yang berkesan yang terdapat di dalam dimensi minat berkunjung kembali dan indikator terendah adalah 4,24 pada kebersihan fasilitas dan lingkungan zona wisata dengan yang diharapkan yang terdapat di dalam dimensi kesesuaian harapan. Penerapan CHSE berpengaruh positif dan signifikan terhadap kepuasan wisatawan Zona Karnaval Taman Legenda Keong Emas, artinya semakin baik penerapan CHSE, maka semakin tinggi kepuasan yang akan di dapat oleh wisatawan Zona Karnaval Taman Legenda Keong Emas. Peneliti menyarankan kepada pengelola Zona Karnaval Taman Legenda Keong Emas untuk memperbaiki atau meningkatkan dimensi penerapan CHSE dan kepuasan wisatawan yang nilai rata-ratanya lebih rendah.

Kata Kunci: Penerapan CHSE, Kepuasan Wisatawan, Zona Karnaval, Taman Legenda Keong Emas, Revitalisasi