

## **ABSTRACT**

This study, be entitled "Study of service quality and satisfaction visitor based components tourism in Pasir Padi Beach" with in the background Pasir Padi Beach is one of the leading tourist attraction in the city of PangkalPinang, where the number of visits to attractions Pasir Padi is annually increasing, increased traffic makes the provision of tourism facilities as well as other travel components is increasing.

The purpose of this study was to look at the quality of services in view of the level of satisfaction and the level of importance visitors to components of tourism attractions Pasir Padi, which includes tourist attraction, tourist facilities, accommodation, accessibility, transport and tourist services based on the perception of visitors. Visitor perceptions will produce an assessment of the quality of service the travel component in terms of satisfaction and interest / visitor expectations.

Slovin pattern is used as a method by the researcher, the sample are 100 respondents. The data is collected using questionnaire and observation, and then the data is analyzed by using Importance Performance Analysis method (IPA) where this technique is used to identify importance variable that will be the increasing priority.

From the result of the study, it is identified that the satisfaction degree and important tourism components that is described in kartesius diagram, it is shown from quadrant 1 that become the priority of better performance. It is also known that visitor satisfaction is proven with the value of Customer Satisfaction Index (CSI) which is gain 72.60% with the satisfying criteria.

**Keywords :** Pasir Padi Beach Tourism Destination, Tourism Components, Visitor Perception.