**ABSTRACT**

Based on the observations of researchers at the Garut Regency Culture and Tourism Service, it was found that the quality of service was still low, this was seen from the indicators: service standards that were not clear were not as expected. The researcher concluded that this was caused by: the lack of supervision from the leadership of the Culture and Tourism Office so that the officers were not controlled.

The method used is Descriptive Method, data collection techniques and field research consisting of observations, interviews and questionnaires distributed by respondents as many as 30 visitors using a Likert scale. Constraints faced by Service Quality Toward the Achievement of Target Tourism Visitor Destinations in Garut Regency, namely, lack of work facilities and equipment for advice and infrastructure that are not sufficiently supportive of the work of officers so that abandoned and uncontrolled work and public facilities become public facilities to help visitors.

Efforts to overcome, among others, by adding work facilities and infrastructure facilities and public facilities to facilitate tourist objects and form visitors.

Conclusions that researchers can put forward based on the SPSS questionnaire results (Stastistical Product and Service Solutions), interviews and observations show that there is a strong influence between the Impact of Service Quality and Target Achievement. While other factors that are undefined, sufficiently affect the target achievement variable, in addition to the Service Quality variable. Thus the conceptual hypothesis regarding the Impact of Service Quality on Achieving Tested Targets.

Suggestions from researchers include. By completing facilities and infrastructure for office facilities to facilitate officers in carrying out their duties and public facilities to assist visitors.

**Keywords**: Service Quality, Achievement of Targets