



**IMPORTANCE AND PERFORMANCE OF 3A'S (ATTRACTION,  
ACCESSIBILITY, AND AMENITIES): A CASE STUDY OF TAMAN  
WISATA ALAM GUNUNG PAPANDAYAN, INDONESIA**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain**

**Sarjana Administrasi Bisnis (S.A.B)**

**By:**

**RYAN FIRDAUS YUSUF**

**015202000092**

**FACULTY OF BUSINESS**

**BUSINESS ADMINISTRATION STUDY PROGRAM**

**CIKARANG**

**SEPTEMBER, 2023**

## PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the *skripsi* entitled “Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia” submitted by Ryan Firdaus Yusuf majoring in Business Administration from the Faculty of Business was assessed and approved to have passed Oral Examinations on September 12<sup>th</sup> 2023.



**Dr. Ir. Farida Komalasari, M.Si.**

**Chair-Panel of Examiner**



**Agus Fernando, Ph.D.**

**Examiner II**

Acknowledged by,



**Suresh Kumar, ST., M.Si.**

**Head of Business Administration**

**Study Program**

Recommended by,



**Felix Goenadhi, S. Psi., M. Par.**

**Advisor**

# PLAGIARISM RESULT

Ryan\_Buat turnitin

## ORIGINALITY REPORT

<b>8%</b>	<b>7%</b>	<b>3%</b>	<b>2%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

## PRIMARY SOURCES

<b>1</b>	<b>repository.president.ac.id</b> Internet Source	<b>2%</b>
<b>2</b>	<b>Submitted to Universitas Jenderal Soedirman</b> Student Paper	<b>1%</b>
<b>3</b>	<b>repository.unib.ac.id</b> Internet Source	<b>1%</b>
<b>4</b>	<b>Sien Leong Liew, Siti Rahayu Hussin, Nawal Hanim Abdullah. "Attributes of Senior-Friendly Tourism Destinations for Current and Future Senior Tourists: An Importance-Performance Analysis Approach", SAGE Open, 2021</b> Publication	<b>1%</b>
<b>5</b>	<b>gala.gre.ac.uk</b> Internet Source	<b>1%</b>
<b>6</b>	<b>jjarm.com</b> Internet Source	<b>1%</b>
<b>7</b>	<b>www.coursehero.com</b> Internet Source	<b>1%</b>
<b>8</b>	<b>Hendra Suwardana, Miftachul Munir, Muhammad Yusuf. "Tourist Perception of Tourism Service Satisfaction (Case Study: Pantai Kelapa Forest Tourism in Tuban)", INNOVATION RESEARCH JOURNAL, 2021</b> Publication	<b>1%</b>
<b>9</b>	<b>Ida Rašovská, Marketa Kubickova, Kateřina Rygllová. "Importance-performance analysis approach to destination management", Tourism Economics, 2020</b> Publication	<b>1%</b>
<b>10</b>	<b>idr.uin-antasari.ac.id</b> Internet Source	<b>1%</b>

# GPT ZERO RESULT

**Your text is likely to be written entirely by a human**

There is a 0% probability this text was entirely written by AI



The nature of AI-generated content is changing constantly. As such, these results should not be used to punish students. While we build more robust models for GPTZero, we recommend that educators take these results as one of many pieces in a holistic assessment of student work. See our [FAQ](#) for more

## Stats

Average Perplexity Score: 300.510

---

A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 1029.980

---

A document's burstiness is a measurement of the variation in perplexity

## STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of this *skripsi* stated below:

Name : Ryan Firdaus Yusuf

Student ID Number : 015202000092

Study Program : Business Administration

Faculty : Business

I here by declare that my thesis entitled “**Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia**” is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this thesis, I am willing to be personally responsible for the consequences of these acts of plagiarism and will accept the sanctions against these acts in accordance with the rules and policies of President University. I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, September 20<sup>th</sup> 2023



**Ryan Firdaus Yusuf**

## SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As a student of President University, I, the undersigned:

Name : Ryan Firdaus Yusuf

Student ID Number : 015202000092

Study Program : Business Administration

For the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title:

**Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia**

With this non-exclusive royalty-free right, President University is entitled to converse, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, September 20<sup>th</sup> 2023



Ryan Firdaus Yusuf

## ADVISOR'S APPROVAL FOR PUBLICATION

As a lecturer of President's University, I, the undersigned:

Advisor's Name : Felix Goenadhi, S. Psi., M. Par,

NIDN : 0415048305

Study Program : Business Administration

Faculty : Business

Declare the following *skripsi* :

Title of *skripsi* : Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia

*Skripsi* Author : Ryan Firdaus Yusuf

Student ID number : 015202000092

Will be published institution's repository.

Cikarang, September 20<sup>th</sup> 2023




Felix Goenadhi, S. Psi., M. Par,

## CONSENT FOR INTELLECTUAL PROPERTY RIGHT

<b>Title of <i>Skripsi</i></b>	<b>Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia</b>
--------------------------------	--

1. The Author hereby assigns to President University the copyright to the contribution named above whereby the university shall have the exclusive right to publish the contribution and transitions of it wholly or in part throughout the world during the full term of copyright including renewals and extensions and all subsidiary rights.
2. The Author retains the right to re-publish the preprint version of the contribution without charge and subject only to notifying the University of the intent to do so and to ensure that the publication by the University is properly credited and that the relevant copyright notice is repeated verbatim.
3. The Author retains moral and all proprietary rights other than copyright, such as patent and trademark rights to any process or procedure described in the contribution.
4. The Author guarantees that the contribution is original, has not been published previously, is not under consideration of publication elsewhere and that any necessary permission to quote or reproduce illustrations from another source has been obtained (a copy of any such permission should be sent with this form).
5. The Author guarantees that the contribution contains no violation of any existing copyright or other third – party right or material of an obscene, indecent, libellous, or otherwise unlawful nature and will indemnify the University against all claims arising any breach of this warranty.
6. The Author declares any named person as co-author of the contribution is aware of this agreement and has also agreed to the above warranties.



<b>Name:</b>	<b>Ryan Firdaus Yusuf</b>
<b>Date:</b>	<b>Wednesday, September 20<sup>th</sup> 2023</b>
<b>Signature:</b>	

## ACKNOWLEDGEMENT

First of all, I would like to express my greatest gratitude to Allah SWT for giving me all bitter and sweet experiences during these three years at President University. I learned a lot of experiences from all people I meet in the past three years and I glad that I can meet them and support me to finish my study on time. Thank you to Allah SWT for always with me. because of have faith in Him, I can finish my thesis to achieve a Bachelor's Degree in Business Administration. I realize that this thesis could not be complete without continuous guidance, patience, faith, prayer, and motivation. The finish of this thesis means that I also finished my university life, I feel so relieved because it is time for me to go to the hard level of life. In completing my thesis writing, I would like to express my gratitude to these people:

1. To my beloved parents thank you for your prayer, love, patience, and for always understand me when I face hard times. Thank you for your continuous support for me in all aspects of my life including in finishing my skripsi, thank you for always remind me to have faith in to Allah SWT. I promise I will make you proud of me. For my all family thank you guys for the continuous support for me and make me happy in all aspects, and for always cheer me up.
2. My gratitude to Mr. Felix Goenadhi as my thesis/final project advisor who has the patience and always text me when sometimes I trying to hide myself from all my responsibility to finish my skripsi. Sir Felix always texts me, and always fast responds. Sir Felix is the right Advisor for me. Thank you for not giving up teaching me, Sir. I don't regret getting an advisor as good as Sir Felix.
3. My gratitude to Mr. Suresh Kumar, head of our study program, thank you for your teaching and knowledge in the 8th semester.
4. My gratitude to all lecturer majoring of Business Administration, I'm lucky to have a wise Lecture, teaching me when I was in the first semester until the last semester. I learn many things from you. Thank you for your time.

5. To my beloved friend Elisabeth Audi. Thank you for always with me from semester one and supporting me in every condition, thank you for your time. Thank you for helping me to finished my skripsi.
6. To my beloved close friends, Yoga, Ardo, Andre, Rey, Joseph, Dani, Nabil, Gerald, Oliver, Marcella, Stevania, and Angelika. Thank you for always supporting me in every condition, always cheer me up, and also thank you for always praying for me and I miss you guys.
7. Thank you to my friends who I cannot mention one by one during college. Thank you for your cooperation and caring for each other so far.
8. To all of my informants: Mr. Haikal, Mr. Rizki, Mr. Jajang, Mr. Joni and Mr. Bakti. Without your interviews about Importance and Performance of 3A's (Attraction, Accessibility, and Amenities): A Case Study of Taman Wisata Alam Gunung Papandayan, Indonesia, my skripsi cannot be complete.
9. The last one I want to thank myself, thank you for surviving and being able to finish the struggle from my parents, I'm sure from all the support and enthusiasm other people gave me it wouldn't work if I didn't want to do it myself. thanks again for myself.

Cikarang, September 20<sup>th</sup> 2023



Ryan Firdaus Yusuf

## TABLE OF CONTENT

PANEL OF EXAMINERS APPROVAL SHEET.....	i
PLAGIARISM RESULT.....	ii
STATEMENT OF ORIGINALITY.....	iii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	iv
ADVISOR’S APPROVAL FOR PUBLICATION.....	v
CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....	vi
ACKNOWLEDGEMENT.....	viii
ABSTRACT.....	xv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement.....	4
1.3 Research Questions and Objectives.....	5
1.3.1 Research question.....	5
1.3.2 Objective.....	5
1.4 Study Significance.....	5
1. For business:.....	6
2. For Academic:.....	6
3. For Researcher:.....	6
4. For Future Researchers:.....	6
1.5 Research Outline.....	6
CHAPTER II.....	7
LITERATURE REVIEW.....	7
2.1 3A’s (Attraction, Accessibility, and Amenities).....	7

2.1.1 Attraction.....	7
2.1.2 Accessibility.....	8
2.1.3 Amenities.....	9
2.2 Importance and Performance Analysis (IPA).....	10
<b>CHAPTER III.....</b>	<b>12</b>
<b>METHOD.....</b>	<b>12</b>
3.1 Research Design.....	12
3.2 Informant Selection.....	13
3.3 Data Collection Techniques.....	13
3.3.1 Observation.....	13
3.3.2 Interview.....	14
3.3.3 Documentation.....	14
3.4 Data Validity Test.....	14
3.4.1 Triangulation of Sources.....	14
3.5 Data Analysis Design.....	15
3.5.1 Importance Performance Analysis.....	15
<b>CHAPTER IV.....</b>	<b>16</b>
<b>RESEARCH RESULT &amp; DISCUSSION.....</b>	<b>16</b>
4.1 Case Study Profile.....	16
4.2 Importance Performance Analysis (IPA).....	16
4.2.1 IPA Informant A.....	17
4.2.2 IPA Informant B.....	18
4.2.3 IPA Informant C.....	20
4.2.4 IPA Informant D.....	22
4.3 Result.....	24

<b>4.4 Discussion.....</b>	<b>30</b>
<b>BAB V.....</b>	<b>31</b>
<b>CONCLUSION.....</b>	<b>31</b>
<b>5.1 Findings.....</b>	<b>31</b>
<b>5.2 Solution.....</b>	<b>31</b>
<b>5.3 Limitation and Recommendations for Future Research.....</b>	<b>32</b>
<b>REFERENCES.....</b>	<b>33</b>
<b>APPENDIX.....</b>	<b>48</b>

## LIST OF TABLES

<b>Table 1.1.....</b>	<b>37</b>
<b>Number of Foreign and Domestic Tourist Visits to Tourist Attractions in Garut Regency in 2017-2019 (Badan Pusat Statistik, 2020).....</b>	<b>37</b>
<b>Table 4.1.1.....</b>	<b>37</b>
<b>Informant Profile.....</b>	<b>37</b>
<b>Table 4.1.2.....</b>	<b>38</b>
<b>Informant Employee Profile.....</b>	<b>38</b>

## LIST OF FIGURES

<b>Figure 3.5.1.....</b>	<b>39</b>
<b>Importance Performance Analysis (Source Martilla &amp; James).....</b>	<b>39</b>
<b>Figure 4.2.1.....</b>	<b>40</b>
<b>IPA Informant A.....</b>	<b>40</b>
<b>Figure 4.2.2.....</b>	<b>40</b>
<b>IPA Informant B.....</b>	<b>40</b>
<b>Figure 4.2.3.....</b>	<b>41</b>
<b>IPA Informant C.....</b>	<b>41</b>
<b>Figure 4.2.4.....</b>	<b>42</b>
<b>IPA Informant D.....</b>	<b>42</b>
<b>Figure 4.3.....</b>	<b>43</b>
<b>Result All Respondents.....</b>	<b>43</b>
<b>Figure 4.3.1.....</b>	<b>44</b>
<b>Conservation of Natural Attractions.....</b>	<b>44</b>
<b>Figure 4.3.2.....</b>	<b>45</b>
<b>Dispersal of Trash Bins in Every Place.....</b>	<b>45</b>
<b>Figure 4.3.3.....</b>	<b>46</b>
<b>Availability of Places of Worship.....</b>	<b>46</b>
<b>Documentation with All Informants.....</b>	<b>47</b>



## **ABSTRACT**

**Purposes** – *Taman Wisata Alam Gunung Papandayan* is a natural tourist attraction located in Garut Regency, West Java. This study aims to determine which performance needs to be improved by using the 3A's concept (Attraction, Accessibility, Amenities).

**Design/Methodology/Approach** – The type of research used is descriptive with qualitative. The research population was all visitors and employee from *Taman Wisata Alam Gunung Papandayan*, totaling 4 visitors and 1 employee. The data collection technique in this study was by observations, interview and documentation composed of research questions. This study used Importance Performance Analysis.

**Findings** – The results of the study show that there are three items that need to be improved, namely nature conservation, trash cans, and places of worship. The results also found that there was still a lack of natural preservation, a lack of trash cans and no provision of organic and non-organic waste bins, and also that there was only one place of worship.

**Originality/value** – This study identifies which factors need to be improved in Mount Papandayan Nature Park by using the 3A'S concept (attractions, accessibility, and amenities).

**Keywords** – Attraction, Accessibility, Amenities, Importance Performance Analysis.