

**PERSEPSI WISATAWAN TERHADAP WISATA PANTAI  
TIRAM DI NAGARI TAPAKIH KECAMATAN ULAKAN  
TAPAKIH KABUPATEN PADANG PARIAMAN**



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**UNIVERSITAS ANDALAS**

**2025**

# **PERSEPSI WISATAWAN TERHADAP WISATA PANTAI TIRAM DI NAGARI TAPAKIH KECAMATAN ULAKAN TAPAKIH KABUPATEN PADANG PARIAMAN**

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## **Abstrak**

Persepsi wisatawan dapat mencerminkan minat kunjungan kembali ke lokasi wisata. Tujuan penelitian ini (a) mendeskripsikan kondisi wisata di Pantai Tiram Nagari Tapakih Kecamatan Ulakan Tapakih; dan (b) menganalisis persepsi wisatawan terhadap wisata di Pantai Tiram Nagari Tapakih Kecamatan Ulakan Tapakih. Penelitian ini dilakukan dengan metode survei menggunakan konsep 4A (*Attraction, Amenity, Accessibility, Ancilliary*) untuk mengukur persepsi wisatawan terhadap wisata Pantai tiram. Hasil penelitian menunjukkan bahwa (1) Wisata Pantai Tiram memiliki pemandangan alam dan suasana yang tenang, serta jauh dari kebisingan. Pantai ini telah dilengkapi dengan sarana prasarana seperti fasilitas parkir, tempat ibadah, rumah makan dan denah lokasi. Selain itu, Pantai Tiram juga mudah diakses kendaraan serta lokasinya tidak terlalu jauh dari Kota Padang ataupun Kota Pariaman (2) Persepsi wisatawan terhadap wisata Pantai Tiram berdasarkan indikator 4A memiliki skor yang berada pada kategori positif. Indikator *Attraction* memiliki skor 4.840, *Accessibility* 3.644, *Amenity* 10.640, dan *Ancilliary* 3.576. Persepsi positif dapat mendorong minat wisatawan untuk berkunjung kembali dan merekomendasikan wisata Pantai Tiram ke kolega ataupun sosial media. Untuk pengembangan wisata ke depan, disarankan agar pengelola dapat meningkatkan fasilitas dan kualitas layanan terutama dalam ketersediaan staf penjaga pada atraksi pendukung (indikator *attraction*), ketersediaan transportasi umum ke lokasi wisata (indikator *acessibility*), ketersediaan restoran/ warung makan (indikator *amenity*), dan ketersediaan tempat penukaran uang atau *money changer* (indikator *ancilliary*)

**Kata kunci : Objek Wisata, Pantai, Persepsi, Wisatawan, 4A**

# **TOURIST PERCEPTION OF THE TIRAM BEACH TOURISM IN NAGARI TAPAKIH, ULAKAN TAPAKIH DISTRICT, PADANG PARIAMAN REGENCY**

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## ***Abstract***

Tourist perceptions can reflect the interest in returning to tourist locations. The objectives of this research are (a) to describe the tourist conditions at Tiram Beach in Nagari Tapakih, Ulakan Tapakih District, and (b) to analyze tourists' perceptions of tourism at Tiram Beach in Nagari Tapakih, Ulakan Tapakih District. This study used a survey method employing the 4A concept (Attraction, Amenity, Accessibility, Ancilliary) to measure tourists' perceptions of Tiram Beach tourism. The research results indicate that (1) Tiram Beach tourism has a natural view and a serene atmosphere, as well as being far from noise. This beach has infrastructure such as parking facilities, places of worship, restaurants, and a site map. In addition, Tiram Beach is also easily accessible by vehicles and is not too far from Padang City or Pariaman City. (2) Tourists' perception of Tiram Beach tourism based on the 4A indicators has a score that falls into the positive category. The Attraction indicator scores 4.840, Accessibility 3.644, Amenity 10.640, and Ancilliary 3.576. Positive perceptions can encourage tourists to revisit and recommend Tiram Beach tourism to colleagues or on social media. For future tourism development, it is suggested that managers improve facilities and service quality, especially regarding staff availability at supporting attractions (attraction indicator), the availability of public transport to tourist locations (accessibility indicator), the availability of restaurants/eateries (amenity indicator), and the availability of money exchange places or money changers (ancilliary indicator).

**Keywords: attraction, beach, perception, traveler, 4A**