

Visitor satisfaction analysis at Ragunan zoo park

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Abstrak

This research is taken to know about visitor satisfaction level to visitor services at Ragunan Zoo Park. Technical sampling used is accidental sampling, samples taken from respondent at Ragunan Zoo Park, Which were met instantly with researcher on Ragunan Zoo Park. Total of respondent is 147 respondents. After that visitor satisfaction level to service quality at Ragunan Zoo Park, measured through empathy dimension, tangibles dimension, reliability dimension, responsiveness dimension and assurance dimension. The dimensions are formulated to become 29 indicator variable as items on questioner.

Result of research shown that 29 variable that have been researched are valid and reliable to be analyzed furthermore. Due to examination satisfaction level on visitor side, known that the highest visitor satisfaction level at Ragunan Zoo Park from 5 service quality dimension is on reliability dimension with mean score -1,1 and 78,80% percentage. While that the lowest visitor satisfaction level at IMP. from 5 service quality is on responsiveness dimension with mean score -1,7 and 66,93% percentage. Seen from 5 dimensions shown that mean score and percentage point satisfaction level, TMR needs more qualities services.

From analyze result of importance level, shown that tangible dimension is the highest importance level with mean score 5,390 as first priority for improvement of qualities services at TMR. Then followed by assurance dimension as a second priority for improvement of qualities services at TMR with mean score 5,380. Responsiveness dimension take the third priority for increment of qualities services with mean score 5,350. The fourth level of importance and improvement of qualities services is on empathy dimension with mean score 5,330. And on the fifth one is reliability with mean score 5,270.

The result from analyzing level of satisfaction and analyzing of importance then, things need to be done to increase services quality at TMR are: Knowledge improvement of the officer, an improvement of leadership role, regulation improvement at Ragunan Zoo Park in the form of interdict and sanction gift that is perceivable by visitor, an effort through priority from 5 dimension in attainment of affectivity and efficiency qualities services at Ragunan Zoo Park, Which are containing of: First priority on tangibles dimension, second priority on assurance dimension, third priority on responsiveness dimension, fourth priority on empathy dimension and fifth priority on reliability dimension.