

Factors Affecting the Ragunan Zoo Visitors' Satisfaction

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Abstract: Jakarta is one out of ten cities in the world whose tourism sector has improved rapidly, based on the study conducted by WorldTravel and Tourism Council (WTTC) in 2017. Many tourism places can be found in Jakarta. One of the tourism places, which is quite well known, is Ragunan Zoo. The present study was aimed at investigating the impacts of factors of product quality, service quality, emotional, price and cost towards the visitors of Ragunan Zoo's satisfaction. The method employed in the study was descriptive qualitative method. The sample collecting technique was purposive sampling, consisting of 100 respondents who have visited Ragunan Zoo. The data collection method was conducted by administering a questionnaire by using Likert scale and was analyzed by using SPSS application. The present study utilized answer index analysis. The result of the answer index analysis showed that the quality of product, the quality of service, the emotional factor, the price, and the cost factors reached the account of 77,156 and showed that the visitors of Ragunan Zoo's satisfaction was high.

Keywords: Quality of products; quality of service; emotional factor; price; cost; visitors' satisfaction

1. Introduction

Tourism is an activity of recreation, vacation, and traveling which is being favored by many circles nowadays. Tourism is one of the needs for people who carry on tours for various purposes.

Indonesia has various tourism places which are attractive to visit. One of the tourism places lies in its capital, Jakarta. Even though it has the reputation as a city that has a lot of traffic disorders, Jakarta still has its own charms. This is proved with the result of the study conducted by World Travel and Tourism Council (WTTC) in 2017 which stated that Jakarta belonged to Ten Tourism cities which have grown rapidly in the world.

Jakarta is potential for various kinds of tourism, started from historical tourism, cultural tourism, marine tourism, culinary tourism, created tourism, and so on. Many tourism objects in this city can be options for vacationing with family for the people from Jakarta and from outside Jakarta as well. one of the destinations is Ragunan Zoo.

Ragunan Zoo is a zoo located in Ragunan area, Pasar Minggu, South Jakarta. This zoo was built in 1864 and was the first zoo in Indonesia. It is also the biggest zoo in Indonesia, and the second biggest in the world after San Diego Zoo in Canada.

Ragunan Zoo is one of the tourism destinations that become crowded in weekends or during national holidays. Besides, with the affordable price of the tickets, visitors can freely watch various actions of the animals and enjoy some children play provided by the management. The following is the numbers of Ragunan Zoo visitors since 2015 until July, 2018.

Table 1. Data of Visitors in 2015 to 2018 (July)

NO	YEAR	ADULT	CHILDR EN	GROUP		NUMBER OF VISITORS
				ADULT	CHIL DREN	
1	2015	3.826.405	1.274.143	17.081	39.272	5.156.901
2	2016	3.897.808	1.237.831	10.022	32.216	5.177.877
3	2017	4.044.830	1.287.791	5.755	31.192	5.369.568
4	2018 (per Juli)	2.474.483	797.250	4.420	12.853	3.289.006

Source: Ragunan Zoo Management Unit

The increasing total visitors have proved that actually many of them were satisfied. However, this is in reverse with the opinions found concerning the experience of visiting the Ragunan Zoo on one of the internet site (www.tripadvisor.co.id). Some opinions stated that there are inadequate facilities and infrastructure, as well as the lack of management role in running the place. Inadequate facilities are especially shown by insufficient rest rooms, distant parking location, unclean area, lack of good service, and other issues.

Based on these findings, the writer concludes that behind the increasing numbers of visitors, there are actually hidden complexities faced by the Zoo. Thus, the writers are interested in conducting a research on the factors affecting to the Ragunan Zoo visitors' satisfaction. The study aims to analyze the factors affecting the Zoo visitors' satisfaction.

2. Theoretical Review

2.1 Definition of Tourism

Constitution of Indonesia Republic No. 10 Year 2009 defines tourism as all kinds of activities of tourism which is encouraged by various facilities and services provided by the society, entrepreneur, and the government. Meanwhile Norval (In Mulyadi, 2009; 8) stated, "The sum total of operation, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region." Burkat in Damanik (2006) defines tourism as the temporary displacement in a short period to some destinations outside the places they usually live and work, and their activities during their stay on the destination places. Burkat in his book entitled "Tourism, Past, Present, and Future" stated that "tourism is one's temporary displacement in a short term to the destinations outside the places they usually live and work, and their activities during their stay on the destination places (in Soekadijo, 2000:3).

2.2 Visitors

According to International Union of Official Travel Organization (IUOTO), visitors are individuals that come to a country or other residence for certain purposes except for working on a paid job. Visitors are divided into two categories:

1. Tourists that are visitors who temporarily settle for about twenty four hours in a country, and his travel is classified as follow:
 - a. Leisure, recreation, vacation, health, study, religious or sport activities.
 - b. Business, family affair, conference, on a mission, et cetera.
2. Traveler or Excursionist, which mean temporary visitors who visit an object/destination but not spending the night (its duration is less than twenty four hours/one day)

So in this study, the ones that are called visitors are actually travelers or excursionists because they only visit the zoo for hours and therefore do not spend the night.

2.3. Visitors' Satisfaction

The word *satisfaction* originally comes from a Latin word *satis* that means enough and *facere* that means conduct or produce. Satisfaction is defined as providing consumers' need as expected. Kotler and Keller (2009:138-139) revealed that satisfaction is the happy or disappointed feelings that come from the comparison between what impacted of a product and its expectation. Lovelock and Wright (2007:102) stated that satisfaction is the emotional condition after purchasing.

According to Kotler (In Lupiyoadi, 2001:158), satisfaction means the level of feeling in which one (in this case the visitor) states his comparison of received the products or service with his own expectations. Oliver in Supranto (2001:233) explained that satisfaction is one's level of feeling after comparing the felt results and his expectations. Meanwhile, according to Sunyoto (2013:35) definition of consumers' satisfaction is one's satisfaction after comparing the results which he is feeling and his expectations. In this research, the consumers are visitors.

2.4. Factors Affecting Visitors' Satisfaction

Lupiyoadi (2001:158) in determining the level of customer satisfaction, there are five main factors that must be considered, namely:

A. Product quality

Rational consumers always demand qualified products at every sacrifice made to obtain these products. In this case a good product quality will provide added value in the minds of the consumers. Irawan (2004: 37) states that product quality is one of the factors determining customer satisfaction. Customers will be satisfied if after buying and using the product it turns out the quality of the product is good. Muljadi (2012: 89) states three important aspects of tourism products so that prospective tourists or visitors make a visit, namely tourist attractions, amenity and accessibility. In this study, customers in tourism are visitors.

B. Quality of Service

Customers will be satisfied if they are given qualified service. Satisfied customers will show the possibility to re-buy the same product or service. Irawan (2004: 37) states service quality as one of the factors encouraging customer satisfaction. The satisfaction that comes from quality of service is usually difficult to imitate. Service quality has several dimensions that are famous as SERVQUAL, namely as follows (Lupiyoadi, 2006):

- a. Tangibles, or physical evidence, which include physical facilities (buildings, warehouses, etc.), equipment and equipment used (technology) and the appearance of employees.
- b. Reliability, which is the ability to provide services that are promised accurately and reliably consists of timeliness, the same service for all customers without errors, a sympathetic attitude and high accuracy.
- c. Responsiveness, defined as a willingness to help and provide services that are fast and appropriate to customers, with the delivery of clear information.
- d. Assurance, which is guarantee and certainty, namely knowledge, politeness and the ability of company employees to foster trust in customers to the company. It consists of several components including communication, credibility, security, competence, and courtesy.
- e. Empathy means to give genuine and individual or personal attention to customers by trying to understand consumer desires.

C. Emotional Factors

Customers who are proud and confident because they believe people will be amazed at them when using special brands tend to have a higher level of satisfaction. Satisfaction obtained is brought by the social value or self-esteem given by those certain brands.

Irawan (2004: 37) believes emotional factors will encourage customer satisfaction due to the emotional value provided by the brand. Emotional factor defined as a sense of pride, confidence, a symbol of success, a part of a group of important people and so on are examples of emotional values that underlie customer satisfaction (Irawan 2008: 39).

D. Price

Products that have the same quality but set the prices relatively cheap will provide higher value to consumers. Irawan (2004: 37) states that price is one of the factors that drive customer satisfaction. Price is the amount of the determined exchange value inherent in a product, calculated based on costs incurred so as to get a profit (Irawan, 2008: 38)

E. Costs

Customers who do not need to incur additional costs or to waste time getting a product or service tend to be more satisfied. Irawan (2004: 37) states that cost and convenience as one of the factors that encourage customer satisfaction. Customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service.

2.5. Zoo

According to Forestry Minister's Regulation Number p.54/Menhut-II/2006 about conservation institutions, zoo is a place that has the main function as the conservation institution that make an effort to upkeep and breed various animals based on the animals well-being principles in order to build and develop new environment, as a means for the animals protection and preservation through natural reintroduction, rehabilitation, and rescue activities and is used as the means for education, research, science and technology development and a means for healthy recreation activity.

3. Research Method

3.1 Research Method and Unit Analysis

The research method used in this paper is the descriptive method, which is used to investigate knowledge as much as possible to make a description systematically, factually, and accurately about facts, features, and the relationship among the phenomenon under discussion (Hidayat:2010). Descriptive method employed in the research is quantitative.

According to Hamidi (2005:75-76), unit analysis is the individuals, groups, things, or social events such as individual or group activities as the subject of the study. Thus, the analysis unit in the present study is the satisfaction of the Ragunan Zoo visitors.

3.2 Variable and Measuring Scales

Research variable means the attribute or feature, or value of individuals, objects, or events being studied (Sugiyono, 2011:60-64). The variable in this study the factors affecting the Ragunan Zoo Visitors' satisfaction.

Table 2. Variables, Sub Variables, Indicators and Measuring Scales

VARIABLE	SUB VARIABLES	INDICATORS	MEASURING SCALES
Respondent Identity	Sex	Male	Nominal
		Female	
	Age	≤ 20 years old	Ordinal
		21 - 30 years old	
		31 - 40 years old	
		≥ 40 years old	
	Domicile	Jakarta	Nominal
		Bogor	
		Depok	
		Tangerang	
		Bekasi	
	Occupation	Lainnya	Nominal
		Student	
		Civil Servant	
		Private Employees	
Entrepreneur			
Visiting Frequency	Others	Nominal	
	Once		
	Twice		
Factors Affecting the Visitors' Satisfaction	Product Quality	More than twice	Nominal
		Attaction	
		Amenity	
	Service Quality	Accesibility	Nominal
		<i>Tangibles</i>	
		<i>Reliability</i>	
		<i>Responsiveness</i>	
		<i>Assurance</i>	
	Emotional	<i>Empathy</i>	Nominal
		Confidence	

VARIABLE	SUB VARIABLES	INDICATORS	MEASURING SCALES
	Factor	Pride	
	Price	The conformity between price and products	Nominal
	Cost	Cost efficiency in achieving product	Nominal

Source: Processed secondary data, 2018

The nominal scale means the grouping or the categorization of events or phenomenon into classes or categories, so that the attributes and the features belong to one class or group is similar. Nominal scale is the lowest level of measuring scale since it can only distinguish one event with another only based on names (predicates). According to Sugiyono (2014:98) ordinal scale means the measuring scale which does not only categorize but also rank the measured construct. This scale is often called ranking scale. The variable measurement used in this study is Likert scale that is used to measure attitude, opinion, and perception of an individual about someone or a group of people about a social phenomenon. By using Likert scale, the respondents were asked to fill the questionnaire that show their agreement level towards some statements. The agreement level of Likert scale consists of five options, as follow: Strongly agree (SA), Agree (A), Quite Agree (QA), Disagree (D), Strongly disagree (SD).

3.3 Sampling Procedure

Sugiyono (2006) defined population as the generalization area which consisted of object or subject that has the certain quality and characteristics set by the researcher to be studied and concluded. Population of the present study was the Ragunan zoo visitors in the year of 2017 as many as 5.369.568 visitors.

Sample is the part of population that has certain features or condition which will be studied (Riduwan, 2007:56). This study uses purposive sampling that is the technique for sample collection which is not in the basis of random sampling, area, or strata, rather, based on considerations that focus on certain aims (Arikunto:2006). Based on the aforementioned elaboration, the sample used in this study was those who have visited Ragunan Zoo. The total visitors of Ragunan Zoo in 2017 were 5.369.568 visitors. Using Slovin formulation with the margin error of 10%, it is found out that the sample is 100 respondents.

3.4 Data Collection Procedures

Based on the source for collecting the data used in the current study, the data collection were divided into two kinds:

1. Primary Data, which is obtained through observation and technique.
2. Secondary Data that is collected in the available form through the information publication published by various organizations or companies, including electronic media, mass media, internet, magazines, journals, and so on.

3.5 Data Analysis Method

The activities in data analysis include group the data based on the variable and the kinds of respondents, tabulate the data based on the variable from the whole respondents, present the data of each studied variable and calculate to answer the research questions. The following are methods that were used in the study: validity test, reliability test, and answer indexed analysis.

3.6 Research Site and Time

The present study was conducted since June 2018 until July 2018. The study was conducted during that time considering the months are the best time to carry on the research because those months are holiday season. The study took place at Ragunan Zoo.

3. Findings and Discussion

Table 3. Average Results of the Factors Affecting the Visitors' Satisfaction

Evidence	SP		P		KP		TP		STP		Total	Average	Average Of Each Topic	Total Of Average			
	R	J	R	J	R	J	R	J	R	J							
A. Product Quality																	
Animal Collection	30	150	49	196	16	48	4	8	1	1	403	80,6	76,04	77,156			
Main Facilities	12	60	36	144	35	105	13	26	4	4	339	67,8					
Supporting Facilities	25	125	42	168	27	81	5	10	1	1	385	77					
Cleanliness	12	60	53	212	28	84	6	12	1	1	369	73,8					
Accesibility	31	155	47	188	19	57	2	4	1	1	405	81					
B. Service Quality																	
Appearance	16	80	48	192	34	102	2	4	0	0	378	75,6	72,84		77,156		
Reliability	13	65	44	176	37	111	6	12	0	0	364	72,8					
Responsiveness	13	65	45	180	32	96	9	18	1	1	360	72					
Assurance	11	55	53	212	30	90	6	12	0	0	369	73,8					
Empathy	9	45	39	156	45	135	7	14	0	0	350	70					
C. Emosional Factor																	
Developing Knowledge	24	120	53	212	18	54	4	8	1	1	395	79	77,1			77,156	
Pride	20	100	43	172	30	90	7	14	0	0	376	75,2					
D. Price																	
Entrance Ticket	29	145	54	216	14	42	3	6	0	0	409	81,8	78,4	77,156			
Food & Bavarage	14	70	51	204	31	93	4	8	0	0	375	75					
E. Cost																	
Travelling Cost	29	145	55	220	13	39	3	6	0	0	410	82	81,4				77,156
Cost During Visit	29	145	49	196	20	60	1	2	1	1	404	80,8					

Source: Processed Primary Data, 2018

Table 4. Index Value Interval Scales

Index Value Interval	Evidence
20,00 – 46,67	Low
46,68 – 73,33	Medium
73,34 – 100,00	High

Based on the average results on table 4, it can be concluded that the quality of products, the quality of services, the emotional factor, prices, and costs had the average total value of 77,156, included in high score category. It can be concluded that the visitors' satisfaction based on the five factors was high.

1. Quality of products

The quality of products has the average value of 76,04, which is categorized as high. There were attraction, amenity, and accessibility. From the three indicators, the accessibility was the most influential indicator in the quality of product with the average value 81, since the respondents found it easy to access the Ragunan Zoo due to its strategic location.

2. Quality of Services

The quality of services has the average value 72,84, which means it was categorized as Medium. There were physical evidence, reliability, responsiveness, assurance, and

- empathy. From the five indicators, the physical evidence was the most influential indicator in the quality of services with the average value 75,60. The respondents found that the employees of Ragunan Zoo were well-dressed
3. Emotional Factor
The emotional factor has the average value 77,10 which was categorized as high. There were the sense of the development of knowledge and pride. From the two indicators, the sense of developing knowledge was the most influential indicator with the average value 79. The respondents found that there were new information from the animals at the Ragunan Zoo.
 4. Prices
Prices possessed the average value 78,40 which was categorized as High. There were the price of entrance tickets and the price of food and beverages. From the two indicators, the price of the entrance tickets was the most influential indicators with the average value 81,80, since the respondents found that the offered price was very affordable.
 5. Costs
Costs has the average value 81,40, which was categorized as High. There were traveling cost and the costs spent during visit of the tourism site. From the two indicators, the costs for traveling was the most influential indicator with the average value 82, this was due to the respondents found that the traveling costs was quite affordable

5. Conclusion and Recommendation

5.1. Conclusion

Based on the study on “the analysis of Factors Affecting the Ragunan Zoo Visitors' Satisfaction”, the writers draw the conclusion as follow:

1. From the result of answer index analysis, it was found that the quality of products, the quality of services, the emotional factors, the prices, and the costs had the total value as many as 77,156, and categorized as high. Therefore it can be concluded that the visitors has high satisfaction on the zoo.
2. The answer index analysis shows that the most influential factors was the costs with the value of 81,40, and categorized as high. This showed that the spent cost was the highest factor affecting the Ragunan Zoo visitors' satisfaction.
3. The second influential factor was the price with the average value 78,40 and categorized as high. This showed that the price conformity with the gained products affect the Ragunan Zoo visitors' satisfaction.
4. The third influential factor was the emotional factor with the average value 77,10. It was categorized as high. This showed that one's emotional feeling can affect the Ragunan Zoo visitors' satisfaction.
5. The next influential factor was the quality of products with the average value 76,04. It was categorized as high. This showed that the attraction, available facilities, and the accessibility became the factors affecting the Ragunan Zoo visitors' satisfaction.
6. The last influential factor was the quality of services with the average value 72,84. It was categorized as Medium. This showed that the employees and the officials' ability in serving the visitors can affect the Ragunan Zoo visitors' satisfaction.

5.2. Recommendation

Based on the findings and the conclusion, there are some recommendations to improve the Ragunan Zoo visitors' satisfaction, as follow:

1. Improve the service to the visitors. The employees and officials should always serve the visitors kindly and friendly and give fast and appropriate services.
2. Better maintenance in cleanliness. Additional equipment such as soaps for washing hands and tissues need to be placed at every rest room in order to make the visitors more convenient. Other areas need to be kept clean as well, such as animal cages and so on.
3. Expand parking areas, considering the Ragunan Zoo get very crowded at weekends and at national holidays since most of the visitors taking their own vehicles. This is important to avoid traffic disorders around the zoo area.

4. Add signposts for the ways around the animal cages. Most of times, the visitors find it difficult to find certain animal cage since the location is remote from the main way. To help the visitors find the cages, it is suggested that the management of the zoo spread maps at the entrance free of charge.
5. Provide continuation tickets, including the ticket to enter primate centers, children zoo, etc.

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