

Quality of Service at Taman Safari and Tourist Satisfaction

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Abstract

Taman Safari Indonesia is a popular tourist destination located in Cisarua, Bogor, offering visitors the unique experience of observing wildlife up close in an educational setting. As one of Indonesia's premier attractions, the quality of service at Taman Safari Indonesia plays a significant role in visitor satisfaction. This study employs a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to identify the strengths, weaknesses, opportunities, and threats facing Taman Safari Indonesia. The analysis reveals that Taman Safari Indonesia's strengths lie in its diverse collection of animals, comprehensive facilities, strategic location, and engaging educational concept. However, challenges include relatively high ticket prices, weekend traffic congestion, facilities in need of upgrades, and a limited variety of shows. Opportunities for growth involve the development of digital tourism, partnerships with external parties, and enhanced educational tourism. Threats encompass competition from other tourist destinations, risk of natural disasters, climate change, and economic downturns. The conclusions drawn from this SWOT analysis indicate that Taman Safari Indonesia has the potential to continue growing, but it must address both internal and external challenges. Several recommendations for increasing its appeal and service quality include adding more show variety, expanding digital tourism content, upgrading facilities, and offering more attractive tour packages. These measures are expected to enhance visitor satisfaction and help Taman Safari Indonesia maintain competitiveness amid rising competition.

Keywords: *Tourism, Service Quality, Satisfaction, SWOT Analysis*

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INTRODUCTION

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various

facilities, as well as services provided by the community, companies, government, and local governments (Pradini et. al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

Service quality is closely related to customer satisfaction. One of the progress of a company is influenced by the company's ability to serve its consumers. The service that the company provides must pay attention to the standard quality provided to customers and must even exceed the expectations expected by customers so that customer satisfaction can be obtained easily by the company, because it can make customers persist using the company's services. Service quality in satisfying customers is one of the top priorities for every company, both industrial companies and service companies. Creating and retaining customers should be a bigger goal for the company. One of the quality services of Taman Safari Indonesia tourist attraction located in the Cisarua area, Bogor.

Taman Safari Indonesia is one of the favorite tourist attractions in Indonesia, especially for tourists who want to enjoy the experience of seeing wildlife up close. As a tourist attraction, the quality of services provided by Taman Safari Indonesia is an important factor that affects tourist satisfaction. Safari Park is a superior tourist attraction, as evidenced by the number of visitors that always increase from time to time. With the increase in visitors should be supported by good service quality.

Tjiptono (2007) explained that service quality is a form of effort in meeting consumer needs and desires and the accuracy of its delivery in balancing consumer expectations. In addition, Hermawan (2018) concluded that service quality is a series of special forms of production or service that can provide the ability to satisfy the needs and desires of the community. In this case, companies that provide services, require direct interaction between customers and business actors, factors of employee behavior such as attitudes and expertise in conveying information are the most important things that are the difference in how to serve well (Lovelock and Wirtz, 2011).

Kotler and Keller (2010: 211) say that tourist satisfaction is the level of a person's feelings after comparing the performance of the product / service he feels with his expectations. Tourist satisfaction or dissatisfaction is a response to the

evaluation of the perceived mismatch or disconfirmation between previous expectations and the actual performance of the product felt after use, customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds customer expectations, while dissatisfaction arises if the outcome does not meet expectations (Tjiptono 2012: 349).

METHOD

Qualitative research is a research method that focuses on a deep understanding of a phenomenon or social situation. Qualitative research is carried out on natural conditions and is discoverative. In qualitative research, the researcher as a key instrument. Therefore, researchers must have broad theoretical and insight so that they can ask, analyze, and construct the object under study to be clearer. This research emphasizes more on meaning and value bound. Qualitative research is used if the problem is not yet clear, to find out hidden meanings, to understand social interactions, to develop theories, to ensure the correctness of the data, and to examine the history of development.

Qualitative research involves the use and collection of a variety of empirical materials, such as case studies, personal experiences, introspections, life histories, interviews, observations, historical, interactional and visual texts: which describe routine and problematic moments, as well as their meaning in individual and collective life (Denzyme & Lincoln, 1994). Qualitative research is inherently a multi-method within one focus, that is, one that is controlled by the problem under study. The use of multi-method or better known as triangulation, reflects an effort to gain a deeper understanding of the phenomenon under study and SWOT analysis.

RESULTS AND DISCUSSION

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) at Taman Safari Indonesia can provide a comprehensive picture of the current position and conditions, as well as the potential and challenges that may be faced by the tourist destination.

A. Strengths

- Diverse animal collection: Taman Safari Indonesia has a diverse collection of animals, including rare and endangered animals. This is the main attraction for visitors.
- Educational tourism concept: Taman Safari Indonesia offers an educational tourism concept that allows visitors to learn about animals and their habitats.
- Complete facilities: Taman Safari Indonesia is equipped with various facilities that support the comfort of visitors, such as restaurants, souvenir shops, and children's play areas.
- Strategic location: Taman Safari Indonesia is located in a strategic location, easily accessible from Jakarta and Bogor.

B. Weaknesses

- Relatively expensive ticket prices: Taman Safari Indonesia ticket prices are relatively expensive compared to other tourist attractions.
- Traffic jams on weekends: Taman Safari Indonesia often experiences traffic jams on weekends and holiday seasons.
- Facilities that need to be updated: Some facilities in Taman Safari Indonesia need to be updated to improve the comfort of visitors.
- Lack of show variety: Taman Safari Indonesia needs to add variety of shows to attract visitors.

C. Opportunities

Digital tourism development: Taman Safari Indonesia can develop digital tourism to attract millennial visitors.

- Development of educational tourism: Taman Safari Indonesia can develop educational tourism in collaboration with schools and educational institutions.
- Development of cooperation with external parties: Taman Safari Indonesia can develop cooperation with external parties to improve promotion and marketing.
- Night tourism development: Taman Safari Indonesia can develop night tours to attract visitors who want to experience a different experience.

D. Threats

- Competition from other tourist attractions: Taman Safari Indonesia faces competition from other tourist attractions, such as amusement parks and zoos.
- Natural disasters: Taman Safari Indonesia is at risk of natural disasters, such as earthquakes and volcanic eruptions.
- Climate change: Climate change can affect the health of animals and their habitats in Taman Safari Indonesia.
- Economic downturn: Economic downturn can affect the number of visitors to Taman Safari Indonesia.

Based on the results of the SWOT analysis that has been carried out, it can be concluded that Taman Safari Indonesia has advantages in diverse animal collections, complete facilities, strategic locations, and good educational concepts. However, with expensive ticket prices, congestion, facilities in need of renewal and lack of variety of performances are challenges for Taman Safari Indonesia management.

CONCLUSION

Taman Safari Indonesia also has great potential to develop in the future. However, Taman Safari Indonesia needs to overcome threats from other tourist attractions. Taman Safari Indonesia has several opportunities by developing digital tourism, educational tourism, and cooperation with external parties.

My advice as the author of the paper is:

- Increase the variety of shows and attractions: Taman Safari Indonesia can add variety of shows and attractions to attract visitors of all ages. For example, more interactive animal shows, cultural performances, and exciting game attractions.
- Developing digital tourism: Taman Safari Indonesia can develop digital tourism by providing interesting content on social media, websites, and mobile applications. For example, educational videos about animals, live streaming of performances, and virtual tours.
- Updating facilities: Taman Safari Indonesia needs to update some facilities to improve the comfort of visitors. For example, repairing damaged roads, adding toilets, and improving the quality of restaurants.

Offer more attractive tour packages: Taman Safari Indonesia can offer more attractive tour packages at competitive prices. For example, family tour packages, educational tour packages, and tour packages for companies.

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