

Analysis of Service Quality at Educational Tourism at Puncak Bogor Safari Park in Improving Visitor Satisfaction

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ABSTRACT

Purposes: This study aims to improve the management of Taman Safari Puncak Bogor by focusing on the quality of service that affects visitor satisfaction. This study identifies the most important components of service quality, including reliability, responsiveness, assurance, empathy, and physical evidence. By knowing these components, managers can be more effective in providing resources to meet visitor expectations.

Research methods: According to this study, there are five main dimensions of service quality that affect the visitor experience of Taman Safari Puncak Bogor: reliability, responsiveness, assurance, empathy, and tangibles. Although the evaluations are positive, the main problems are the lack of interaction in educational information and speed of service. To improve the visitor experience, solutions include automated ticketing systems and interactive digital technologies.

Results and discussion: The results of the study at Taman Safari Indonesia Puncak Bogor showed that workers were very committed to handling customer complaints. However, the complaint handling process still needs to be improved, especially in terms of department coordination and quick response. A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis showed several strengths. Examples of strengths include friendly and professional staff and receiving positive reviews. Weaknesses, such as poor queue management and inadequate public facilities on holidays, have been a concern. Using queue management technology and promotions are opportunities to improve the visitor experience, while competition from other destinations and changes in consumer behavior are threats. This study aims to provide practical advice to management on how to improve service quality and attract more people.

Implication: This study emphasizes that Taman Safari Indonesia Puncak Bogor needs to improve its services to better meet visitors' expectations. Key improvements should focus on accelerating services and providing more interactive educational content. The application of technology such as automated ticketing systems and digital guide applications can streamline the service process and create a more engaging learning experience. By adopting these strategies, Taman Safari can strengthen its position as a leading educational tourism destination in Indonesia and contribute to sustainable tourism growth.

Keywords: Service quality, educational tourism, visitor satisfaction, Puncak Bogor Safari Park, qualitative approach, service dimensions, loyalty, tourism experience.

INTRODUCTION

According to Koen in (Rossi, 2020) tourism is an activity of traveling with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or rest, carrying out tasks, making pilgrimages and others. Tourism is the most important sector in regional development. Tourism development is needed to encourage equal opportunities to try to gain benefits and be able to face the challenges of changing local, national and global life, so that this makes tourism development an integral part of national development.

Tourism is one of the leading sectors that has multiplier effects for all development sectors. (Dewa Putu Bagus, n.d.) stated that tourism provides a multiplier effect that is beneficial to the regional economy and the welfare of the local population. Tourism in Indonesia as one of the main producers or contributors of foreign exchange and a sustainable economic driver, so that the state of tourism in Indonesia helps and benefits many parties, both government, society and the private sector. Indonesia has wealth or resources that can be offered to tourists ranging from natural resources, culture and the environment, these resources can be used as an attraction for tourists to visit. Tourism resources that are used as attractions require various components of the tourism industry to support tourism activities.

Tourism destinations in all corners of Indonesia have a strong attraction for tourists, both from within and outside the country. The high attraction is a driving force for people to develop their tourism destinations. This aims to attract tourists to visit or what is known as tourism business. Based on Law No. 10 of 2009, attractions can come from several aspects, such as public facilities, tourism facilities, and accessibility.

As a result of the rapid changes and transformations experienced today, customer expectations change from day to day. These changes and transformations concern all businesses as well as service businesses. Because businesses that cannot meet their customers' expectations have difficulty maintaining their existence in a tight competitive environment. Therefore, businesses strive to increase customer satisfaction by meeting customer expectations in the production and marketing of their services. This is a company that needs to be used as a basis for consideration in making marketing strategies, especially those related to service quality, price and customer satisfaction (Gofur, 2019). Satisfaction will increase customer loyalty even though it can create higher product quality and higher service quality for the quality perceived by customers (Familiar & Maftukhah, 2015).

Customer expectations always tend to get better, better quality and better quality at a more affordable price. Because every customer aims to get what they pay for. Service quality is a multidimensional concept, and includes many elements of customer quality evaluation, from the physical characteristics of the service provider, employee reliability, from the way employees treat customers Fitrianti & Sonani, (2021) in Sihotang, 2020). Considering all these factors, businesses that improve their service quality can provide customer satisfaction.

In addition, managers must also pay attention to their respective dimensions so that the services received and felt do not match what customers expect. For example, Safari Park managers must work together to overcome this problem so that customers are more satisfied. For example, Safari Park can offer a way to buy tickets online to reduce the number of people waiting outside the park. In addition, improving infrastructure and traffic management around the safari park can help reduce congestion, making visitors more satisfied with their experience. Thus, focusing on service quality and solving problems such as congestion will increase customer satisfaction and customer loyalty.

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Service quality as "the output of the evaluation process where customer perceptions of the service received are compared with their expectations (Laksono, (2016). "Service quality is the feeling that customers receive from the service after purchasing the service and expressing how satisfied they are with the service in question (Sanjaya & Prasastyo, 2016).

Bogor has many attractions that can make it an educational tourist destination. One of them is Taman Safari Indonesia located in Bogor Regency, West Java, and is better known as the Puncak area. This is an environmentally conscious tourist destination that focuses on wildlife habitats in the wild. This place is the main choice for domestic and foreign tourists to visit the Puncak Bogor area.

Table 1. Domestic and Foreign Tourist Visit Data at Taman Safari Puncak Bogor in 2023 – 2024

No	Year	Wisnus	Wisman	Total
1	2023	10.800	1.200	12.000
2	2024	17.240	2.760	20.000

[Sumber: Liputan 6.com]

The purpose of this study is to identify and analyze customer satisfaction at Taman Safari Puncak Bogor as a whole and use it as a primary indicator to improve the quality of service provided by the tourist attraction. This study will involve several important steps, such as measuring the level of customer satisfaction, analyzing components that influence customer satisfaction, such as customer experience and destination image, and finding the desire to revisit.

This study is expected to provide more accurate and relevant results compared to previous studies. In addition, this study is expected to provide practical recommendations for Taman Safari management to improve service quality based on the results of customer satisfaction analysis, which is expected to increase the number of visits and visitor loyalty.

RESEARCH METHODS

Taman Safari Puncak Bogor is located at Jalan Kapten Harun Kabir No. 724, Cibeureum, Cisarua District, Bogor Regency, West Java, 16750. The main focus of this study is to find out how visitors view Taman Safari, especially as an educational tourist attraction. To understand the subjective and complex aspects of visitor experience, this study uses a qualitative approach which is considered the most relevant. This method allows for in-depth data collection on visitor satisfaction and existing service constraints. Primary and secondary data are the two main types of data used in the research methodology. Both types of data are collected through direct field observations and in-depth interviews with visitors and Taman Safari staff. Field observations are used to identify service conditions and interactions in the field. Two main informant groups were interviewed thoroughly: the family tourist group, who are often the main visitors to Taman Safari, and the student group, whose main goal is to experience an educational experience. These groups were chosen because of their relevance to the focus of the study, namely to find out how visitors view educational services at Taman Safari.

In contrast, secondary data comes from various sources, such as relevant documents, books, articles, and scientific journals. This data is used to enrich the context and provide a strong theoretical basis for the analysis of primary data. Purposive sampling technique is used to determine informants in data collection.

The choice of informants is based on their direct experience in using Taman Safari services and their participation in educational activities there. This selection ensures that the data collected is highly relevant to the objectives of the study. To apply this qualitative method, an understanding of the aspects of service quality is needed, which include quantitative elements as well as emotional and subjective perceptions of visitors. It is considered important to look at aspects such as service reliability, staff responsiveness, quality assurance, empathy, and physical evidence of facilities and services. This study aims to provide a deeper understanding of the factors that influence visitor satisfaction by studying how visitors view these elements. In addition, this study aims to identify persistent challenges, such as long queues and lack of interactive educational information.

This research is expected to not only provide a comprehensive picture of the quality of service provided by Taman Safari, but also provide strategic suggestions based on data, such as implementing an automated ticketing system to reduce queue times or creating a better technology-based guide application to teach visitors. By combining these results, this research will help develop a plan to improve services at Taman Safari that are not only enjoyable but also provide educational added value for its visitors. By using this comprehensive method, this research is expected to help Taman Safari become a leading destination that not only provides a fun experience but also provides educational added value.

RESULTS AND DISCUSSION

Based on the findings from interviews conducted with both visitors and employees to determine the extent to which the service has met their expectations. Some of the key points discussed include staff service quality,

public facilities, educational experience, queue management, value for money, and suggestions and input for improvement. Employees' responses to customer complaints indicate that they are very committed to handling customer complaints. They also recognize that the complaint handling process needs improvement, especially in terms of coordination between departments and speed of response. Some employees suggested a more integrated complaint system.

Measuring service quality based on SERVQUAL dimensions helps destinations and service providers identify areas for improvement that can enhance the tourist experience (Titu et al., 2016). By understanding tourists' perceptions of service quality, the tourism industry can continuously adapt and improve its services, thereby enhancing its attractiveness and reputation as a tourist destination.

According to Fahmi (2015:252) SWOT is an abbreviation of strengths, weaknesses, opportunities, and threats, where SWOT is used as a model in analyzing a profit and non-profit oriented organization with the main aim of knowing the condition of the organization more comprehensively.

Taman Safari Indonesia Puncak Bogor SWOT Matrix Based on the results of observations and interviews conducted at Taman Safari Indonesia Puncak Bogor, the following is a SWOT analysis that includes strengths, weaknesses, opportunities, and threats.

Table 2. SWOT Analysis That Includes Strengths, Weaknesses, Opportunities, And Threats

INTERNAL	STRENGTHS	WEAKNESS
	- Staff Service Quality: Staff are considered friendly and professional, providing useful information to visitors. - Educational Facilities: Animal shows and interactive sessions receive positive reviews, offering a fun educational experience. - Unique Experience: Direct interaction with wildlife provides an experience that cannot be found anywhere else.	- Queue Management: Visitors often complain of long waiting times on busy days. - Facilities: On holidays, public facilities such as toilets and rest areas are inadequate and cleanliness is often an issue. - Lack of Staff Responsiveness: Some visitors feel that staff need to be more responsive to special needs.
EKSTERNAL	OPPORTUNITIES	THREATS

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| <ol style="list-style-type: none"> 1. Promotions and Discounts: Offer promotions or discounts to increase the perceived value of admission. 2. Queue Management Technology: Use an electronic ticketing system or app to more efficiently manage queues. 3. Educational Program Development: Increase the variety of programs to attract frequent visitors. | <ol style="list-style-type: none"> 1. Destination Competition: There is competition between other tourist destinations that offer similar experiences with better facilities. 2. Increased Operational Costs: If operational costs increase, ticket prices and service quality can be affected. 3. Changes in Consumer Behavior: The number of visits can be affected by changes in visitor preferences for types of tourism. |
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CONCLUSION

Based on the SWOT analysis that has been conducted, the following TOWS strategies can be carried out for Taman Safari Indonesia Puncak Bogor in improving the quality of service and customer satisfaction at Taman Safari Indonesia Puncak Bogor, this analysis can be used as a basis for making new plans.

SO (Strengths-Opportunities) Strategy:

1. Educational Program Development: Create new, interesting programs, such as workshops or seminars on wildlife conservation, using good staff and facilities.
2. Promotion and Discount: Build an interesting promotional campaign with unique and positive visitor experiences.
3. Queue Management Technology Improvement: Use unique and positive visitor experiences to launch interesting promotional programs, such as group or family discounts.

WO Strategy (Weaknesses-Opportunities):

1. Improving Public Facilities: Identifying the need for additional facilities on holidays and working with third parties to improve the availability and cleanliness of facilities.
2. Coordination with Related Parties: Improving coordination with related parties to obtain support in developing facilities and promoting tourism.
3. Staff Training: Providing additional training to staff to improve their ability to work and do their jobs well.

ST Strategy (Strengths-Threats):

1. Service Quality Improvement: Ensure high service quality despite intense competition by improving staff training and performance evaluation.
2. Diversification of Tourist Attractions: Create new variations of attractions that can attract more visitors and reduce the impact of competition from other tourist destinations.
3. Environmental Promotion: Promote environmental education as a way to reduce the negative impact of other tourist destinations.

WT Strategy (Weaknesses):

1. Complaint Handling Process Improvement: Establish a more efficient integrated complaint system to handle visitor issues quickly and effectively.
2. Third Party Partnership: Work with local organizations or governments to improve resources and facilities and address environmental issues.
3. Periodic Market Analysis: Conduct periodic market analysis to determine changes in market behavior. To improve customer satisfaction and the sustainability of Taman Safari Indonesia Puncak Bogor operations, this strategy aims to leverage existing strengths and opportunities while addressing weaknesses and threats.

The results of the SWOT analysis of Taman Safari Indonesia Puncak Bogor show that despite its many strengths, such as friendly and professional staff and an amazing wildlife encounter experience, there are still weaknesses. The main challenges include poor queues, inadequate public facilities, and cleanliness and service during high season. In addition, there are opportunities to improve services and attract more visitors, such as using queue management technology and promotions. However, risks from competition in other tourist destinations and changes in consumer behavior must be considered.

The results of this study indicate that Taman Safari managers should not only concentrate on their strengths, but also address their weaknesses and take advantage of opportunities. Taman Safari can improve visitor satisfaction and strengthen its position as a leading educational tourism destination in Indonesia by improving service quality, especially in terms of service speed and provision of interactive educational information.

One suggestion for further research would include a more in-depth analysis of how visitors perceive their experience at Taman Safari. Quantitative research can be conducted to obtain broader data on the level of visitor satisfaction and the factors that influence their decision to return to Taman Safari. In addition, since sustainability is a top priority for the tourism sector today, it is important to conduct a study on the environmental impact of Taman Safari operations. Taman Safari management is expected to create an effective action plan to improve services and visitor experiences using the proposed SWOT analysis and TOWS strategies. As a result, Taman Safari will help the growth of sustainable tourism in Indonesia in addition to being an attractive tourist destination.

For additional information, previous studies have shown that local communities and the surrounding environment benefit from the existence of Taman Safari. Therefore, to ensure that tourism development can take place sustainably and mutually beneficially, Taman Safari management must work together with local communities and other related parties. Taman Safari

Indonesia Puncak Bogor can strengthen its appeal as a leading educational tourism destination and provide positive impacts on the community and environment by implementing the suggestions from this SWOT analysis.

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