ABSTRACT

Customer Satisfaction Analysis on Service System in Taman Wisata Mekarsari Bogor

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The measurement of customer satisfaction has played an important role in service industries to make improvement in service quality. It is believed that service quality can affect on customer perception of satisfaction. This research seeks to find and analyze customer satisfaction level on service performance in Taman Wisata Mekarsari, to analyze factors that can influence customer satisfaction to service quality given by Taman Wisata Mekarsari and to compose a managerial implication for Taman Wisata Mekarsari. Measurement was adopted from Parasuraman's five dimensions of Service Quality, Tangible, Reliability, Responsiveness, Assurance and Empathy. Data were collected from 135 respondents using questionnaires, interviews, observations and documentation studies. Respondents were consist of visitors that came to Taman Wisata Mekarsari when this research was conducted, some respondents were taken randomly with circumstance that they have visited Taman Wisata Mekarsari within this 6 to 8 month. The limitation of this research involves cases approach and methods which were used to analyze the results, the case can be use for a further research in the future.

This research generates three conclusions. The level of customer satisfaction can be categorized basic level. It can be shown by the value of Servqual attributes at Penalty Reward’s Table. The significant factors of customer satisfaction are variations of food and beverages menu, variations of tour package, product quality, response from tour guides, and price. This research also recommend some managerial implications, i.e (1) creating new alternative tour packages especially games for children, (2) creating new variations of food and beverages menus which made from their basic products that is fruits, (3) facility redesign and creating new standardized for employees, (4) evaluating employee’s capability in providing information about agricultural, (5) increasing product quality, and (6) creating new alternatives events which can be held in Taman Wisata Mekarsari.