

CHAPTER I

INTRODUCTION

1.1 Background

Tourism is one of the new types of industry that can encourage rapid economic growth by providing employment, increasing income, the standard of living, and encouraging other productive sectors (Wahab, 2003). In carrying out its duties, the tourism industry must adopt the concepts, regulations, and guidelines applicable to tourism development to maintain and increase the number of tourist visits to bring economic benefits to the tourism industry and local communities. We know that tourism currently plays an important role in regional economic and infrastructure development efforts.

The city of Bukittinggi has a lot of tourism potential that can be developed as a natural tourism object, so it is often called that the tourism industry is one of the mainstay sectors of Bukittinggi city. Bukittinggi is a city with the nickname of the “City of Tourism” which is in the province of West Sumatra. The geographical condition of Bukittinggi city which is hilly and valley with natural panoramas causes the Bukittinggi city to have a variety of products and tourism potential. Starting from natural attractions, cultural attractions, and historical attractions. Some of the tourism objects in the Bukittinggi city include the Clock Tower, Panorama Park, Japanese Hole, Sianok Chasm, and the Kinantan Wildlife and Culture Park.

The Kinantan Wildlife and Culture Park Bukittinggi functions as a source of regional income and becomes an attraction for tourists to visit from the many tourism objects in Bukittinggi city. Kinantan Wildlife and Culture Park Bukittinggi were built by the Dutch in 1929. This tourism object is located close to the city center of Bukittinggi which makes this place a must-visit tourist spot for every tourist who comes to Bukittinggi. Kinantan Wildlife and Culture Park Bukittinggi is one of the conservation areas managed by the Bukittinggi City

Youth and Sports Tourism Office which is used primarily for tourism and recreational purposes. Dozens of animals here can be seen by tourists safely in a representative area. In addition to carrying out its conservation function, this zoo also participates in maintaining the habitat of endangered animals in Indonesia. In addition, this tourism object is also a source of livelihood for residents around the tourism object who can offer both their goods and services to visiting tourists.

As a tourism service provider, Kinantan Wildlife and Culture Park Bukittinggi are certainly required to provide optimal quality for the performance given to tourists because tourists will provide subjective assessments or form direct perceptions of the brand image of the tourist area or tourism service provider concerned, even usually tourists will tend to compare the advantages of these attractions with other places they have visited. Sunarto (2008) suggests that companies engaged in the service industry must try to show their image because if the image is good, then it will add plus value to the company and will provide a comfortable atmosphere so that consumers feel at home and comfortable with the condition of the company as well as tourism objects.

Service quality will create satisfaction for service users, so quality assurance becomes a top priority for a tourism object. Tourist satisfaction will also encourage the creation of tourist loyalty. Tourist satisfaction refers to the views expressed by tourists based on their perceptions and expectations of the services they receive from a tourism object, which can create word-of-mouth recommendations that are beneficial for these service providers. (Massie et al., 2016), while loyalty is related to what tourists do after interacting in the service process of a tourism object. This concept implies that tourist satisfaction is an important thing that must be considered by the managers of tourist areas such as the Kinantan Wildlife and Culture Park Bukittinggi.

Based on the service aspect, currently, more and more service providers are trying to fulfill consumer desires, causing every service provider to place their orientation on consumers. Every consumer certainly always expects to be able to

get quality goods or services but still at competitive prices. In addition, optimal service is another supporting factor that is also very important for consumers in choosing an item or service offered by producers or companies providing goods and services, because competition in the business sector, especially in the service sector, is getting tighter, causing every company must place an orientation to customer satisfaction as the main goal. The managers of attractions must be able to provide satisfactory services to tourists who visit so that they feel interested and happy to visit these attractions. Customer demands in terms of services received, causing the manager to act as much as possible to provide the best service for consumers. According to Radiosunu (2001), service quality is a form of consumer assessment of the level of service received (perceived service) with the level of service expected (expected service). The quality of service (service quality) at a tourism object can be known by understanding the perceptions of customers on the services they receive from the managers or guides of the tourism object. This causes the management to act as much as possible to provide the best service for consumers.

Kinantan Wildlife and Culture Park Bukittinggi is a tourism object that has offered several aspects of services related to cleanliness, comfort, toilet facilities, security, easy access to reach locations, and the availability of parking areas. The Kinantan Wildlife and Culture Park Bukittinggi has made many changes and has improved from previous years, both in terms of beauty and facilities, but these improvements certainly require maximum handling to ensure the provision of quality tourism services because there are still some complaints experienced by visiting tourists. The pattern of management of tourism areas that is not comprehensive related to services can have an impact on the lack of satisfaction felt by tourists. Based on interviews that have been conducted with the management, this year the manager complained about the limited budget related to services at the zoo because according to the limited APBD, other budgets were prioritized. Therefore, there are often limitations related to services. In **Table 1.1** below, it can be seen the expenditure budget managed by the Head of the Service Section in 2019.

Table 1.1 Expenditure Budget Managed by the Head of Service Section in 2019

No.	Division	Budget (Rp)
1	Operations and Security of Kinantan Wildlife and Culture Park	749,002,000
2	Maintenance and Procurement of Facilities and Infrastructure for Nan Baanjuang Traditional House	399,390,862
3	Security and Cleaning Services	1,662,125,181
Total Budget		2,810,518,043

Source: Kinantan Wildlife and Culture Park Bukittinggi

One of the tourists who was interviewed, namely Astri (35) who came from outside the region, admitted that there had been a lot of improvement in this zoo from the previous year, but it was unfortunate that ticket prices tended to be expensive. Be reproduced considering the large tourist area is not proportional to the number of existing trash cans. Then, some tourist opinions on the internet also complained that ticket prices tend to be expensive, especially after the implementation of the ticket payment system with e-tickets in the form of a BRIZZI card. Many tourists object and many have not adapted to the use of the BRIZZI card which makes tourists feel complicated because they have to buy a BRIZZI card just to enter the zoo ticket.

Even when viewed from the animal collection, there are not so many types considering that currently many are being evacuated due to the ongoing renovation process, so there are only a few places that can be explored so that it becomes less worth it or not according to the ticket price paid. In addition, tourists also complain about the ticket service section, which is still far from friendly, and also the lack of education and good explanation from the management regarding the use of e-tickets makes tourists feel dissatisfied in terms of service.

Then, based on direct observations by the researchers, the researchers found that it was seen that tourists often asked questions when looking at animals because the information board related to animal name labels was incomplete or not installed on the side of the cage, so tourists who come cannot recognize the type of animal it sees. In addition, it was also found that there were several empty and unmaintained animal cages. Then, views of the condition of the problem can

be seen in **Figure 1.1a-1.1d**, while the condition of a zoology museum that seemed not well managed as shown in **Figure 1.2**. Besides, restaurants/snacks were not available in the zoo area, which making it difficult for tourists who wanted to snack.



Figure 1.1 The Views of Condition and Problem on Kinantan Wildlife and Culture Park Bukittinggi Tourism Object (a) Cages That Don't Have Animal Name Labels, (b) Empty Cage, (c) Unmaintained Cage, and (d) Empty Cage That Have Label



Figure 1.2 Zoology Museum (a) Front Side, and (b) Outside

The tourist complaints are evidence of service failure in the service quality attributes that are delivered unable to meet customer expectations which ultimately lead to dissatisfaction. Tourist dissatisfaction is a problem that must be considered by the manager of the Kinantan Wildlife and Culture Park Bukittinggi and a solution must be formulated as soon as possible. This condition can be seen from the number of tourists visits that experience fluctuations in tourist visits every year, while the data on the number of tourist visits to the Kinantan Wildlife and Culture Park Bukittinggi each year along 2017-2019 can be seen in **Table 1.2** below.

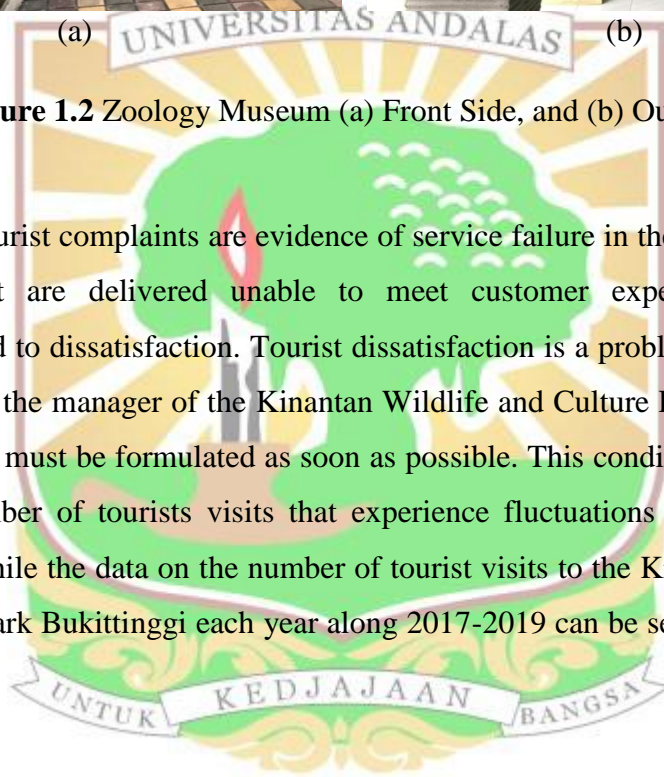


Table 1.2 Summary Data of Tourist Visits to Kinantan Wildlife and Culture Park Bukittinggi in 2017-2019

NO.	MONTHS	YEARS		
		2017	2018	2019
1	JANUARY	85,499	86,562	83,923
2	FEBRUARY	37,777	57,470	47,172
3	MARCH	35,280	40,810	50,420
4	APRIL	51,087	62,996	79,907
5	MAY	85,652	55,086	34,563
6	JUNE	135,975	182,516	138,546
7	JULY	178,550	86,990	73,398
8	AUGUST	37,285	43,181	13,939
9	SEPTEMBER	45,114	40,652	30,604
10	OCTOBER	44,870	37,046	37,467
11	NOVEMBER	34,268	47,534	45,319
12	DECEMBER	86,420	85,866	94,447
TOTAL		857,777	826,709	729,705

Source: Bukittinggi Youth and Sport Tourism Office

In **Table 1.2** from the data for the last three years, the number of tourists is unstable and tends to decrease, namely in 2018, wherein 2017 the total tourists of the Kinantan Wildlife and Culture Park Bukittinggi reached 857,777 people, while in 2018 and 2019 there was a decrease to 826,709 and 729,705 tourists. Seeing the instability in the number of tourists above, it is suspected that tourists are not satisfied with the quality of service. The dissatisfaction felt by tourists indicates a gap between the service they receive and what they expect. According to Agustini (2010), the cause of the decline in visits to wildlife parks or zoos is due to decreased tourist satisfaction caused by the management of wildlife parks, variety of animals, animal health, ticket prices, service, and tourist comfort. According to Amanah (2015), there are five main suggestions for the development of wildlife parks and zoos, namely improving animal health, maintaining the cleanliness of the zoo, both facilities for animals and facilities for tourists, improving services by providing training to employees, adding a play area, and creating a playground. nice visit. According to Ward, Sherwen, and Clark (2018), nine efforts can be made by managers of wildlife parks and zoos to improve the quality of management by improving the quality of tourist relationships with animals, always paying attention to positive and negative behavior from animals, providing

training to keeper's animals, managing animal populations and reproductive management, grouping the animals according to character, improving the quality of cages, checking animal health and financing.

For this reason, a quality improvement program is needed that can identify tourist dissatisfaction with the services provided in more detail and systematically so that improvements can be made by the manager, and of course, could being strategies to increase tourist satisfaction. Increasing tourist satisfaction is actually expected to increase the quantity of tourists visits in the future, based on the background of this case.

The problems in this research are also supported by the justification of several previous studies conducted by Triwibowo et al. (2014) with case research of the White Crater Tourism Area of Perum Perhutani, West Java and Banten, stated that the most common cause of the gap between consumer perceptions and expectations (gap 5) is the gap between service quality specifications (standards) and management perceptions of consumer expectations. While Pratama (2016) in his research revealed that service quality has a positive influence on tourist satisfaction at the Marlborough Fort tourism object, Bengkulu. Furthermore, the research conducted by Parasuraman et al. (1990) stated that customer satisfaction is strongly influenced by five dimensions of Servqual, namely tangibles, reliability, responsiveness, assurance, and empathy. Different service industries will likely have different quality dimensions. On the other hand, by using measurements on the same dimension, the level of service quality can be different, in different types of service industries. Even in similar service industries, the level of service quality may be different. This background causes the research entitled "Evaluation of Service Quality on Tourism Object of Kinantan Wildlife and Culture Park Bukittinggi" to be very interesting and useful to do because there has been no similar research conducted before with the research location of the Kinantan Wildlife and Culture Park Bukittinggi. This research aims to evaluate the condition of service quality that is being applied (existing) by the Kinantan Wildlife and Culture Park Bukittinggi tourism object and provide a strategy

proposal to improve the quality of services at the Kinantan Wildlife and Culture Park Bukittinggi to increase the satisfaction of visiting tourists.

1.2 Problem Formulation

The problem formulations of this research are how to evaluate the condition of service quality that is currently being applied and how to propose the best recommendation strategies to improve the quality of services provided so that maximize tourist satisfaction in the Kinantan Wildlife and Culture Park Bukittinggi tourism object.

1.3 Research Objectives

The aims of this research are:

1. Evaluate the condition of service quality that is being applied (existing) by the Kinantan Wildlife and Culture Park Bukittinggi tourism object.
2. Propose strategy for improving the quality of services in the Kinantan Wildlife and Culture Park Bukittinggi tourism object.

1.4 Research Benefits

The benefits of research are as follows:

1. Theoretical benefits: contributing thoughts in determining tourist satisfaction and will be a reference for further research.
2. Practical benefits: results from this research could be a recommendation for tourism developers, both the government and the society for the advancement of the Kinantan Wildlife and Culture Park Bukittinggi tourism object.

1.5 Research Scopes

The research scopes of this research are:



1. The research period is November-April 2021
2. Respondents in this research were only tourists who currently/have been to the Kinantan Wildlife and Culture Park Bukittinggi
3. The research carried out did not reach the implementation stage, but only in the form of suggestions for improving the quality of services.

1.6 Outline of Final Project

The outline report on this final project is structured as follows:

CHAPTER I INTRODUCTION

This chapter contains background, problem formulation, research objectives, research benefits, research scopes, and an outline of the final project.

CHAPTER II LITERATURE REVIEW

This chapter contains the review of the related literature of the research. The literature review consists of tourism, tourist, tourism object, service quality, tourist satisfaction, quality function deployment, servqual method, house of quality, kano method, IPA method, PGCV method, six sigma method, CSI method, performance control matrix method, validity test, and reliability test.

CHAPTER III RESEARCH METHODOLOGY

This chapter describes the methodology used in this research consists of the preliminary study, literature study, problem identification, problem formulation, selection of solution methods, data collection, data processing, conclusions, and suggestions.

CHAPTER IV RESULTS AND DISCUSSIONS

This chapter contains data collection and the results of data processing using Servqual and the QFD method. Data were collected by using questionnaires and interviews. Discussion conducted the analysis of the result about

evaluating the service quality on Kinantan Wildlife and Culture Park Bukittinggi tourism object.

CHAPTER V CONCLUSIONS

This chapter contains conclusions of the research results and suggestions for the next stage and further research.

