

CHAPTER V

CONCLUSIONS

5.1 Conclusions

Based on the results of data processing and analysis that has been carried out on the previously collected data, the conclusions of this research are:

1. Based on the calculation results in servqual score, it is known that the quality of service applied at this time still does not meet the expectations of tourists because there is still a gap in service attributes between the performance that has been carried out by the manager of the Kinantan Wildlife and Culture Park Bukittinggi and the service expectations expected by tourists, so the effect is quite significant because it has not been maximized in meeting the expectations and satisfaction of tourists. Service attributes that have the lowest servqual score or gap value are service attributes that are the main priority to be improved so that the resulting gap can be further minimized. The service attribute with the largest gap value is in the service attribute number 1, namely the availability of free internet network services (Wifi), while the service attribute which has the smallest gap value is in the service attribute number 57, namely operational hours (08.00-18.00) according to the needs and desires of tourists. The following are some of the services attributes that have the lowest gap values, which are dominantly located in the tangibles dimension so that they need to be provided, evaluated to be improved, including:
 - a. Availability of free internet network service (Wifi) (tangibles)
 - b. Availability of health & safety infrastructure such as health post and first aid facilities (tangibles)
 - c. Availability of comfortable and clean public toilets (tangibles)
 - d. Availability of adequate parking area (tangibles)
 - e. Clean and well-maintained animal cages (tangibles)
 - f. Availability of adequate banking facilities (atm or money exchange)

(tangibles)

- g. Routine security inspections in the tourism object environment (reliability)
- h. Accessibility/ease of access of transportation facilities in getting the location of tourism object (responsiveness)
- i. Security of tourist's luggage when around tourism object areas (assurance)
- j. The staff welcomes and serves tourists in a friendly, courteous manner, and attentive (empathy)

2. Based on the calculated values of absolute and relative importance on QFD design, it is known that several technical responses have higher absolute and relative importance values than other technical responses, so that they should be used as a strategy and top priority in improving the service quality of the Kinantan Wildlife and Culture Park Bukittinggi tourism object, including:

- a. Addition and improvement of facilities such as free internet network (Wifi), trash cans, luggage lockers, suggestion boxes, CCTV, and cage labels
- b. Training officers regularly
- c. Standardization of service and security procedures
- d. Revitalization
- e. Provision of adequate sinks and clean water

5.2 Suggestions

The suggestions that must be submitted based on the results of this research are:

- 1. Kinantan Wildlife and Culture Park Bukittinggi tourism object as a service provider must always prioritize service quality and provide the best service for the satisfaction of tourists who come.
- 2. Kinantan Wildlife and Culture Park Bukittinggi tourism objects must always be able to provide innovations and updates to develop a better tourism potential.

3. Kinantan Wildlife and Culture Park Bukittinggi must always pay attention to the level of tourist satisfaction and if necessary, conduct periodic research to find out what deficiencies exist and what tourists need.
4. Further research needs to be done on how the results of applying the Servqual and QFD methods are in the effort to improve the quality of services available at the Kinantan Wildlife and Culture Park Bukittinggi tourism object.

