

PENGARUH KUALITAS PELAYANAN DAN HARGA TIKET MASUK TERHADAP KEPUASAN PENGUNJUNG DI TAMAN MINI INDONESIA INDAH

[The Influence of Service Quality and Entrance Ticket Prices on Visitor Satisfaction at Taman Mini Indonesia Indah]

Angga Difa Prakasa¹, Dina Hariani²

¹Sekolah Tinggi Pariwisata Bogor, anggadifaprakasa62@gmail.com

²Sekolah Tinggi Pariwisata Bogor, dinahariani@stpogor.ac.id

INFO ARTIKEL

ABSTRACT

Diterima

Disetujui

Tersedia Secara Online

Taman Mini Indonesia Indah (TMII) is an Indonesian cultural themed amusement park located in East Jakarta, DKI Jakarta. Standing in an area of 150 hectares or 1.5 km², Taman Mini Indonesia is present as a summary of the culture of 33 provinces of the Indonesian nation in the form of a miniature archipelago complete with buildings, regional pavilions, traditional architecture, regional arts, recreation parks and various types of rides. which offers artistic, recreational and educational facilities for visitors. Taman Mini Indonesia Indah was founded and inaugurated in 1975, which was initiated by the idea of First Lady Siti Hartinah or better known as Mrs. Tien Suharto.

This research applies a quantitative approach. The population in this study were visitors who had visited Taman Mini Indonesia Indah in 2023. To collect data, the technique used was distributing online questionnaires. The number of samples tested was 100 respondents who were analyzed using multiple linear regression analysis tests to determine the effect of service quality and entrance ticket prices on visitor satisfaction at Taman Mini Indonesia Indah.

*After testing hypothesis *f*, it was revealed that service quality and entrance ticket prices had a simultaneous effect on visitor satisfaction at TMII. In the hypothesis test, service quality and ticket prices both have a partial influence on visitor satisfaction at TMII. In this research, visitor satisfaction at TMII was influenced by service quality and price by 73.3%, while the remaining 26.7% was influenced by other variables not examined by researchers. There is a very strong relationship between service quality and price on visitor satisfaction in this study.*

Keywords : service quality, price, satisfaction, and TMII

INTRODUCTION

Taman Mini Indonesia Indah (TMII) is an amusement park with an Indonesian cultural theme located in East Jakarta, DKI Jakarta. Standing in an area of 150 hectares or 1.5 km², Taman Mini Indonesia Indah was created as a summary of the culture of 33 provinces of the Indonesian nation in the form of a miniature archipelago complete with buildings, regional pavilions, traditional architecture, regional arts, recreation parks, and various types. rides that offer artistic, recreational and educational facilities for visitors.

There are many visitors who feel amazed and satisfied when they visit and see the new

Taman Mini Indonesia Indah (TMII), but there are also visitors who feel disappointed. Quoted from tempo.co, a visitor named Sinta felt disappointed because she had to pay additional fees to enter the toilet on one of the platforms. Not only that, many visitors expressed their disappointment and dissatisfaction after visiting Taman Mini Indonesia Indah after the renovation, namely in 2023, via Google reviews.

According to Sulistyana (2015:12), price is the sum of the components of tourist attraction costs, facility costs and transportation costs charged to visitors. Visitors usually want prices that are in accordance with the facilities offered at the tourist attraction. Comparing prices at several tourist attractions has become a common thing. Visitor satisfaction is also influenced by the price of entrance tickets to tourist attractions.

According to Zeithmal (2012:10) in Mawaddah (2021:232) says that if the price offered is cheaper, the greater the value. Cheap prices will make visitors feel that visiting this tourist attraction will be able to provide satisfaction. Apart from price, the quality of service that visitors must receive is a strong factor in the satisfaction of visitors who will visit Taman Mini Indonesia Indah (TMII).

According to Tjiptono (2015: 117) explains that if the service received exceeds visitors' expectations, then the quality of service can be said to be ideal. However, on the other hand, if the quality of service received by visitors is lower than what visitors expect, then the quality of service is considered bad.

According to Tjiptono (2015: 123), satisfaction is a level of individual or person's feelings after comparing product performance or the results obtained in accordance with their expectations. The level of satisfaction functions as the difference between perceived performance and expectations. If performance falls below expectations, visitors will feel disappointed, and vice versa, if performance meets expectations, visitors will feel happy and satisfied.

According to Kotler (2002) in Hermanto, et al (2022:2) stated that there are eight factors that can influence satisfaction, namely product quality, service quality, emotional, price/tariff, convenience, individual experience, references, and advertising.

RESEARCH PURPOSE

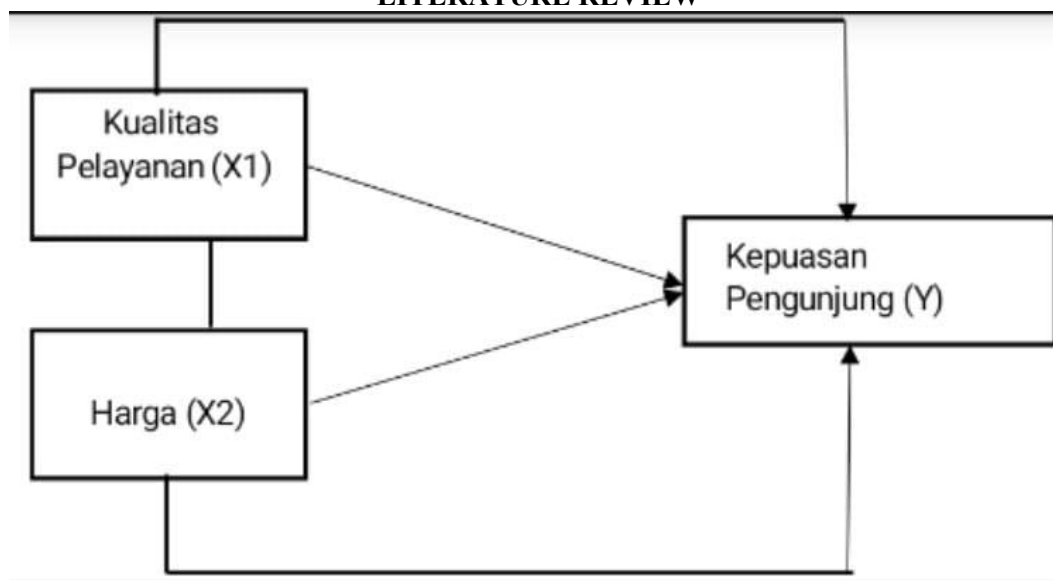
The formal purpose of conducting this research is as one of the requirements for completing the Tourism study program at the Bogor Tourism College.

OPERATION OBJECTIVES

Based on the background and problem formulation attached above, the research objectives to be achieved are as follows:

1. Identify the condition of service quality at Taman Mini Indonesia Indah (TMII) according to visitors.
2. Identify the condition of entrance ticket prices at Taman Mini Indonesia Indah.
3. Identify the condition of visitor satisfaction at Taman Mini Indonesia Indah (TMII).
4. Identify how much influence service quality has on visitor satisfaction at Taman Mini Indonesia Indah.
5. Identify how much influence the entrance ticket price has on visitor satisfaction at Taman Mini Indonesia Indah.
6. Identify how much influence the quality of service and entrance ticket prices have on visitor satisfaction at Taman Mini Indonesia Indah.

Gambar 2.1
LITERATURE REVIEW



Sumber: X1: Tjiptono (2011:347) dalam Matantu, *et al* (2020:356) X2: Kotler & Amstrong (2016:78) Y: Irawan (2002) dalam Ramadhan (2018:14)

RESEARCH METHODS

MIX METHODS

This research was carried out at Taman Mini Indonesia Indah (TMII) Jl. Taman Mini Indonesia Indah, Ceger, Kec. Cipayung, East Jakarta City, Special Capital Region of Jakarta 13820, The method used in this research is the quantitative descriptive method.

Sugiyono (2019:16) states that the quantitative research method is a research method that is based on the philosophy of positivism, has the aim of researching a certain population or sample, collects data using research instruments, data analysis has a quantitative/statistical nature, and has the aim of testing predetermined hypothesis. Meanwhile, according to Siyoto and Sodik (2015: 19), quantitative research methods are a type of research that has specifications such as systematic, planned and clearly structured from the beginning until the creation of the research design. In this research, the research method used is a quantitative descriptive method.

RESULTS AND DISCUSSION

In this study, the researcher conducted data analysis using SPSS as a tool to regress the formulated model.

Tabel 4.22

Hasil Output Uji T

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -.816 | 2.312 | | -.353 | .725 |
| Kualitas Pelayanan | .269 | .039 | .408 | 6.896 | .000 |
| Harga | 1.273 | .128 | .588 | 9.951 | .000 |

Sumber: Olahan SPSS 28.0, 2024

From the table above, it can be seen that the results of each variable are obtained which will be explained as follows:

1. In the service quality variable, a value of 0.039 was found, which means positive. The significance value of the service quality variable is 0.00, where <0.05 means that the effect is significant. The T value was found to be 6.896, which is greater than 1.985, meaning that H_0 is rejected and H_1 is accepted.
2. In the price variable, a value of 0.128 was found, which means positive. The significance value of the price variable is 0.000, which is <0.05 , meaning the effect is significant. The T value was found to be 9.951, which is greater than 1.985, meaning H_0 is rejected and H_1 is accepted.

Tabel 4.23

Hasil Output Uji F

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 2102.381 | 2 | 1051.191 | 132.834 | .000 ^b |
| Residual | 767.619 | 97 | 7.914 | | |
| Total | 2870.000 | 99 | | | |

Sumber: Olahan SPSS 28.0, 2024

From the results of the table test above, the F count value is 132.834 with a significance of 0.000. Therefore, the significance value is smaller than 0.05 ($0.000 < 0.05$). Therefore, it can be concluded that the hypothesis stating that "service quality and price together affect visitor satisfaction at TMII Jakarta can be accepted.

CONCLUSION

In this study, the variables of service quality and price on visitor satisfaction have coefficient values of 0.269 for service quality and 1.273 for price and all have positive values.

In this study, the correlation coefficient test obtained an R figure of 0.856. It can be concluded that there is a very strong relationship between the variables of service quality and price with visitor satisfaction at TMII Jakarta.

In this study, then in the determination test, visitor satisfaction at TMII Jakarta was influenced by service quality and price by 73.3% while the remaining 26.7% was influenced by other variables not studied by the researcher.

REFERENCE

Electronic Jurnal

Firdaus & Mulia Akbar Santoso. 2022. *Dampak Pengembangan Wisata Danau Tangkas Terhadap Ekonomi Masyarakat Lokal*. Jurnal Ilmiah Multi Disiplin Indonesia.

Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Universitas Diponegoro.

Gofur, Abdul. 2019. *Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan*. Jurnal Riset Manajemen & Bisnis.

Hanif, Asya & Andriani Kusumawati & M. Kholid Mawardi. 2016. *Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan*. Jurnal. Universitas Brawijaya Malang.

Hermanto, Totok Adi & Trisniarty Adjeng Moelyati & Fitantina. *Pengaruh Kualitas Pelayanan, Tarif dan Aksesibilitas Terhadap Kepuasan Serta Dampaknya Terhadap Loyalitas Wisatawan Pada Objek Wisata Air Terjun Curup Tenang Bedegung Muara Enim*. Jurnal. Universitas Muhammadiyah Palembang.

Heryati, Yati. 2019. *Potensi Pengembangan Obyek Wisata Pantai Tapandullu di Kabupaten Mamuju*. Jurnal Ilmiah Ekonomi Pembangunan.

Kholik, N. S. 2018. *Kajian Gaya Hidup Kaum Muda Penggemar Coffee Shop*. In Jurnal UIN.

Mawaddah. 2021. *Pengaruh Aksebilitas dan Tarif Masuk Objek Wisata Terhadap Kepuasan Pengunjung di Objek Wisata Danau Cibogas*. Jurnal Ilmiah Manajemen dan Bisnis.

Matantu, Ret Ningsih & Dolina L. Tampi & Joane V. Mangindaan. 2020. *Kualitas Pelayanan Terhadap Kepuasan Konsumen Hotel Gran Puri Manado*. Jurnal. Universitas Sam Ratulangi.

Maulana, Ade Syarif. 2016. *Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan PT. TOI*. Jurnal. Universitas Esa Unggul Jakarta.

Negara, Dewa Taruna. 2018. *Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan pengunjung (Studi Pada Jawa Timur Park 1 Kota Batu)*. Jurnal. Universitas Brawijaya.

Putri, Y. L., & Utomo, H. 2017. *Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Variabel Intervening (Studi Persepsi Pada Pelanggan Dian Compp Ambarawa)*. Among Makarti.

Rahmawati, Desi Kurnia & Muslikhah Dwihartanti. 2017. *Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung Taman Wisata Alam Grojogan Sewu Tawangmangu Kabupaten Karanganyar Jawa Tengah*. Jurnal. Universitas Negeri Yogyakarta.

Riani, Ni Ketut. 2021. *Pariwisata Adalah Pisau Bermata 2*. Jurnal Inovasi Penelitian.

Riyadin. 2019. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Keluarga Berencana di Kecamatan Pekalongan Kabupaten Lampung Timur (Studi Kasus pada Desa Pekalongan)*. Jurnal Simplex.

Setyowati, Erni & Wiyadi. 2016. *Pengaruh Kualitas Pelayanan, Harga, dan Citra Merek Terhadap*

Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Pemeditasi. Jurnal. Universitas Muhammadiyah Surakarta.

Sugianti, Nurti & Kasanah & Siti Nurindah Sari. 2022. *Persepsi Pengunjung Terhadap Tingkat Kenyamanan Taman Kali Tuntang Sebagai Ruang Publik.* Jurnal Pendidikan Geografi.

Witrin, R., Meirina, I., dan Abrian, Y. 2014. *Hubungan Kualitas Pelayanan dengan Kepuasan Konsumen di Rumah Makan Lamun Ombak Padang.* E-Journal Home Economic and Tourism.

Skripsi

Andari, C. L. S. 2017. *Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pengunjung.* Skripsi. Fakultas Ekonomi Univeritas Sanata Darma.

Fauzi Lisyanto, Iqbal. 2019. *Pengaruh Travel Experience & Destination Image Terhadap Destination Loyalty di Kecamatan Rancabali Kabupaten Bandung.* Skripsi. Bandung: Sekolah Tinggi Pariwisata Bandung.

Lasmiansi, Leni. 2018. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung Pada Obyek Wisata Taman Rekreasi Cimalati Pasawahan Cicurug Sukabumi.* Skripsi. Universitas Respati Indonesia.

Manao, Merry Kristiani. 2019. *Pengaruh Kualitas Pelayanan dan Harga Terhadap Kepuasan Pelanggan Di Ud. Elga Advertising Telukdalam Kabupaten Nias Selatan.* Skripsi. Sekolah Tinggi Ilmu Ekonomi Nias Selatan.

Prasetyo, Aji. 2016. *Faktor-Faktor Yang Mempengaruhi Keputusan Wisatawan Dalam Berkunjung Ke Obyek Wisata Waduk Gajah Mungkur Wonogiri.* Skripsi. Universitas Sebelas Maret Surakarta.

Priotomo, Ilham Masda. 2020. *Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung (Studi Kasus Di Museum Motor Antik Dan Kolam Renang Cak Soen Kabupaten Ngawi).* Skripsi. IAIN Ponorogo.

Ramadhan, Deny. 2018. *Analisa Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Bisnis Online.* Skripsi. Institut Perguruan Tinggi Ilmu Alqur'an.

Weny Sari, Natalia. 2018. *Pengaruh Promosi, Brand Image, Dan Kualitas Pelayanan Terhadap Keputusan Nasabah Menabung Di Bank Syariah Dengan Minat Sebagai Variabel Intervening.* Skripsi. Universitas Sanata Dharma Yogyakarta.

Buku

Siregar, Syofian. 2013. *Metode Penelitian Kuantitatif Dilengkapi Dengan Perbandingan Perhitungan Manual & SPSS.* Jakarta: Kencana.

Sugiyono. 2017. *Metode Penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, Dan R&D).* Bandung: Alfabeta.

Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif dan R&D.* Bandung: Alfabeta.

Sulistiyana. 2015. *Manajemen Pemasaran.* Jakarta: Kompas.

Tjiptono, Fandy. 2015. *Strategi Pemasaran Edisi 4.* Yogyakarta: Andi Offset.

Electronic Book

Husna, Asmaul & Budi Suryana. 2017. *Metodologi Penelitian dan Statistik*.

Kotler & Gary Armstrong. 2016. *Dasar-Dasar Pemasaran Jilid 1, Edisi Kesembilan*. Jakarta: Erlangga.

Kotler, Phillip & Kevin Lane Keller. 2016. *Manajemen Pemasaran Edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.

Siyoto, Sandu & Ali Sodik. 2015. *Dasar Metodologi Penelitian*. Literasi MediaPublishing.

Rujukan Eletronik

<https://www.kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-paparkan-upaya-pemulihan-sektor-parekraf-indonesia-pascapandemi>. Diakses pada bulan Februari 2024.

www.google.com/maps/place/tamanminiindonesiaindah. Diakses pada bulan Februari 2024.

https://tamanmini.com/taman_jelajah_indonesia/. Diakses pada bulan Februari 2024.

<https://www.cnbcindonesia.com/market/20210407160534-17-236000/diambil-alih-dari-anak-suharto-ini-pengurus-lengkap-tmii>. Diakses pada bulan Februari 2024.

<https://www.cnbcindonesia.com/news/20220524152704-4-341524/ditarget-oktober-cek-update-revitalisasi-besar-besaran-tmii>. Diakses pada bulan Februari 2024.

Peraturan Daerah Propinsi Daerah Khusus Ibukota Jakarta Nomor 10 Tahun 2004. Diakses pada Bulan Februari 2024.

Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisata, Melalui <https://jdih.kemenkeu.go.id>. Diakses pada bulan Februari 2024.