The Influence of Service Quality and Price on Visitor Satisfaction of Indonesian Indah Mini Park Bird Park

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ABSTRACT

Indonesia is a religion, ethnicity, and culture, each of which has a very special tourism attraction. So many people love to travel. In addition to being able to relieve fatigue all day at work, you can also gather with family tours that provide good benefits and will be visited by many people. This research uses quantitative methods, this research was conducted in Bird Park (beautiful Indonesian mini park)). In this study using a sample of 100 respondents from visitors, the data was analyzed using Structural Equation Modeling (SEM). The results of this study are (1) service quality has a significant effect on visitor satisfaction. (2) price has no significant effect on visitor satisfaction (3) service quality has a significant effect on ticket prices for Taman Mini Indonesia Indah Bird Park.

Keywords*:* service quality, price and visitor satisfaction

Background

Tourism is an activity that is carried out directly so that every visitor can directly experience the wizarding activities and feel the benefits. So that companies as managers of tourist attractions are asked to be able to carry out tourism development and companies are asked to innovate with the aim of being able to attract attention. the community and also to maintain the tourism business to be even better and to be known more widely in various regions.which causes business actors to be obliged to make new discoveries so that their businesses can survive. In this latest era, news technology developments have been widely used in global businesses. This will have a positive impact on global businesses to increase their business in various marketing systems using existing technology in one example of an educational tourism area, namely the Bird Park (TMII). Bird park which means the choice of tourist area in another way.

Tourism activities are used not only as a desire, but also as one of the most important human needs. based on (Haryanto, 2020), the main goal of tourists around the world is to travel for recreation. Tourism is part of the comfort that is dominated by millennials, especially Indonesia. (Wachyuni & Kusumaningrum, 2020) In addition, tourism is often associated with business and creative industries, because tourism development in an area can improve the economy, culture, and creativity of that area. Recreation is also a human complementary need related to psychological

needs. therefore, traveling can refresh the mind and relieve stress and boredom caused by daily activities. traveling is the movement of individuals or groups from their place of residence to a place other than their place of work. one of them is a tourist destination that offers the many benefits of nature and wildlife education. Many parents love it, especially for children and adults, both children and adults who love to bring back an interesting and informative journey that is useful for learning and playing. They visited the site earlier Happy kids and adults alike bring back interesting and informative journeys that are rewarding for learning and play. They visited the site earlier Happy kids and adults alike bring back interesting and informative journeys that are rewarding for learning and play. They visited the site earlier

Traveling has become a necessity for everyone to fill their free time to take a vacation from activities that may be very busy. Therefore, by traveling, the mind will be fresher again and can reduce stress and boredom caused by daily routines. Therefore, traveling is traveling that may be done by someone outside their place of residence and traveling to an area not to do their work. Especially parents with children, love to visit elementary, junior high and high school park tours where there are lots of opportunities to learn and play. all ages are excited to embark on an interesting and informative journey. There are lots of tourist areas in Indonesia.

Taman Mini Indonesia (TMII) is a tourist attraction that has a mission to introduce Indonesia as a whole, which includes various aspects of art, culture, population, social, economy, as well as a wealth of biological resources, especially flora and animals, which are of various types. one of which is the existence of the TMII Bird Park as an integration of TMII which presents a variety of biodiversity, especially bird parks, which is very good and in accordance with TMII's main mission to introduce Indonesia more fully.The large number of Indonesians who do not yet know clearly about the richness of bird species in the Indonesian region has caused the Indonesian bird population to be increasingly under increasing pressure, both due to hunting activities and habitat shrinkage due to damage to its natural environment.

Therefore, Bird Park tourism is here to provide all the natural beauty of the TMII Bird Park which has a collection of around 2,000 birds consisting of 167 species in the country. (Sugeng, 2020) Among the large birds of interest at the TMII Bird Park are the Green Peacock, Mambruk Ubiaat, Jenjang, Cassowary and Hornbill. Mambruk Ubiaat (Goura cristata) from Papua has a beautiful crown on his head that resembles lace. The gray crowned bird (Balearica regulorum) also has a very beautiful

crown with a long neck. The bird park is also very conveniently located and very clean, so that all visitors really enjoy their vacation. Even so, there are many obstacles that are often experienced by visitors when traveling to the TMII Bird Park, they often experience difficulties, one of which is the tour guide, is a tourism profession. Tour guides are responsible for accompanying tourists and providing instructions and guidance to tourists accompanying tourists in providing explanations regarding anything related to the TMII Bird Park, but the employees who serve as companions for guides walk around and explain the environment of the Bird Park there is no preparation and the employees are also few. . And sometimes there are also show activities at the bird park and there is not enough time to hold a show because the weather is quite hot, so many visitors feel too hot and are not interested in seeing it. Tour guides are responsible for accompanying tourists and providing instructions and guidance to tourists accompanying tourists in providing explanations regarding anything related to the TMII Bird Park, but the employees who serve as companions for guides walk around and explain the environment of the Bird Park there is no preparation and the employees are also few. . And sometimes there are also show activities at the bird park and there is not enough time to hold a show because the weather is quite hot,

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Inaccuracy in placing a sign indicating the type of bird. So that visitors are difficult to make introductions to the children. because most of the visitors to the Bird Park are school children, both from the Kindergarten/Elementary School/Junior High School/High School level, they sometimes have the task of observing the types of birds that exist, but due to the problem of boards that are not suitable, they have difficulty observing or writing down the species. bird. Because there are several animal identification nameplates, the writing does not match the type of animal in the cage.

Sometimes when visitors come from outside the area, many of them feel disappointed because the TMII bird park employees are not ready to serve visitors to do photobooths due to

the lack of places to take photos, so visitors have to queue long in hot weather. Even so, the environment around the park is more or less Birds are very clean and the air is fresh because they are surrounded by green plants and there are also types of herons, hornbills and pelicans that are allowed to roam freely in the park. Visitors freely enjoy the beauty of the body morphology of the geese and are approached not to run away,

Service quality is a process in which companies are constantly required to always do their best to always increase positive values from visitors. Apart from that, as a business owner, you must be able to provide evidence that visitors will never feel disappointed visiting tourist areas. The TMII Bird Park must provide real satisfaction for every visitor by serving and always providing information about the environment around the bird park and one of the proofs of the quality of service provided by the TMII Bird Park, meaning that it is always friendly to visitors, the area around a garden full of information on area lighting and the names of bird species have also been included.(Drastitin, 2016) Clean and cool environment. and besides providing good service to visitors, price also greatly influences the level of interest in visiting each visitor. Appropriate prices make visitors feel happier because they don't feel disadvantaged.

Ticket prices sold by the TMII bird park are very affordable and of good quality because there is a lot of knowledge that we can learn from every time we make observations about the types of birds found in the TMII Bird Park.

Therefore, the TMII bird park must be able to adjust prices with the services provided to each visitor. so they don't feel left out. Prices are also very influential on the intention of visitors to come to tourist areas, therefore prices also really need to be considered and adjusted.

Price is the value expressed in rupiah for exchange/transaction or an amount of money that must be paid by each visitor to be able to enjoy every natural beauty that has been provided by the TMII Bird Park using a predetermined amount of money that must be paid.

We also need to pay attention to visitor satisfaction in the tourism business. If the quality of service and price are in sync, visitors will really feel that the tours visited by visitors are very beautiful and satisfying. with affordable prices and natural beauty that is latif and clean. make the visitors very satisfied and intend to visit again. according to Oliver (2019) visitor satisfaction is also referred to as the value of what he has felt and what he saw and can also be used as a comparison with other tours using the tours we have visited. Visitor satisfaction is also observed in terms of visitors' feelings when entering a tourist area, whether

they like or are disappointed with what they visit.

and comparing what will occur, the performance and expectations desired in sync, the visitor will feel more satisfied because it is in accordance with expectations and if the price is comparable to the quality of work or service, the visitor will be very satisfied to have visited a tourist spot. Based on the explanation above, it is stated that the author is interested in discussing the title about: "The Influence of Service Quality and Price on Visitor Satisfaction at the TMII Bird Park Tourism"

LITERATURE REVIEW
SERVICE QUALITY

Quality of service is a strategy that attracts the attention of visitors so they are able to empathize with visiting a tourist attraction or area of doing business. High quality and reasonable service will increase visitor satisfaction.

Providing services can convey a sense of comfort to visitors. services related to using services or products provided by the company or business location. delivering visitor services is not limited to a specific location, such as an office. This service not only provides the best service, but also gets all input and comments from visitors.

In this book, Etta and Sopiah (2019) state that service quality is a dynamic state associated with using service products, people, and the environment that meet or exceed expectations. Service quality is closely related to visitor satisfaction. Quality motivates visitors to create strong bonds with the company. Depending on visitors or visitor expectations, the quality of service must be as good as possible. The quality of service must determine the fate of the company. in the future, everything will depend on the type of marketing and company approach. If the quality of service is very good, your struggle will last a long time and be able to be mentioned by your visitors. using all inquiries from visitors, the company has developed into a highly professional service provider.

PRICE

Price is the only element in the marketing mix that provides income or income for the company and is flexible according to Fadil and Utama (2018: 139). The price factor is one of the elements in the purchasing decision of a product that you want to offer to visitors.

Prices can also affect the company's profits in selling its products and prices affect visitors as a consideration when buying or not intending to buy a product offered. Before giving a product, visitors always see the price perception based on the quality and benefits that will be received. Because every purchase of a product will have a better impact on the progress of company sales.

There are several influencing factors to be attracted to an offer. Price has 2 main roles in purchasing when visitors can judge in terms of satisfaction with a product, namely the role of location and the role of information:

1. The location role of the price serves to help the price in purchasing to decide by obtaining the highest expected benefit or utility based on its purchasing power.

2. Searching for information from prices, namely the function of prices in explaining visitors about product factors such as quality or benefits.

VISITOR SATISFACTION

Visitor Satisfaction According to Kotler and Keller (2012) in June (2017) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results) if the performance is below expectations, dissatisfied consumers. if performance meets expectations, the consumer is satisfied. if performance exceeds expectations, the consumer is highly satisfied or delighted.

 METHOD

This study uses the Partial Least Square (PLS) method. PLS is an alternative method of analysis with variance-based Structural Equation Modeling (SEM).

The research sample means a number of residents whose number is less than the total population. The sample in this study were visitors who visited the TMII Bird Park.

In this study the authors determined the population, namely the number of visitors to the TMII Bird Park. According to Ferdinand (2014: 173) the number of samples depends on the number of indicators. So the number of samples in this study Sample = number of indicators x5

Sample = number of indicators x 5

Sample = 20 x 5 = 100

RESULTS AND DISCUSSION

This study uses the Partial Least Square (PLS) method. PLS is an alternative method of analysis with variance-based Structural Equation Modeling (SEM).
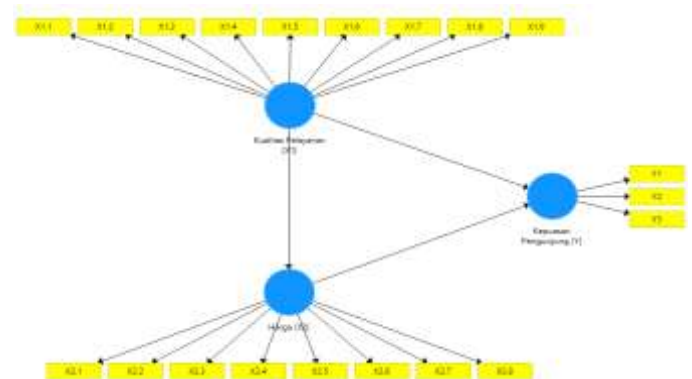
Figure 5.1Structural Models

The figure shows that service quality (X1) is measured by 9 indicators, namely X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X1.7, X1.8, and X1. 9. Price construction (X2) is measured by 8 indicators namely X2.1, X2.2, X2.3, X2.4, X2.4, X2.5, X2.6, X2.7, and X2.8 Likewise the

1. **Evaluation of the Measurement (Outer) Model**
   a. **Validity test**

   an indicator is declared valid if it has a loading factor above 0.5 for the intended construction. The SmartPLSS output for the loading factor gives the following results:

Table 5.1Result Outer Loading

Variable	Indicator	Outer Loading
	X1.1	0.758
service quality (X1)	X1.2	0892
	X1.3	0.625
	X1.4	0.858
	X1.5	0.777
	X1.6	0.852
	X1.7	0.778
	X1.8	0.785

construction of satisfaction visitors (Y) with 3 indicators namely: Y1, Y2, and Y3. The direction of the arrow between the indicators and latent constructs towards the indicators indicates that the study uses reflective indicators suitable for measuring perceptions. The relationship to be studied by the hypothesis is denoted by an arrow between the constructs.

	X1.9	0.825
	X2.1	0.710
	X2.2	0.676
Price (X2)	X2.3	0.788
	X2.4	0.742
	X2.5	0.819
	X2.6	0.842
	X2.7	0.723
	X2.8	0.693
	Y1	0.842
Visitor satisfaction (Y)	Y2	0.813
	Y3	0814

validity testing for reflective indicators using the correlation between item scores and construct scores. Measurements with reflective indicators show that there is a change in one indicator in a construction if other indicators in the same

construction change (excluded from the model). Reflective indicators are suitable for measuring perceptions, so this study uses reflective indicators. The table above shows that the loading factor gives the value above or the recommended value is 0.5, the smallest value is 0.662 for indicator X1, meaning that the indicator used is valid or meets convergent validity.

The following is a factor loading diagram of each indicator in the research model

Figure 5.2Loading Factor Value
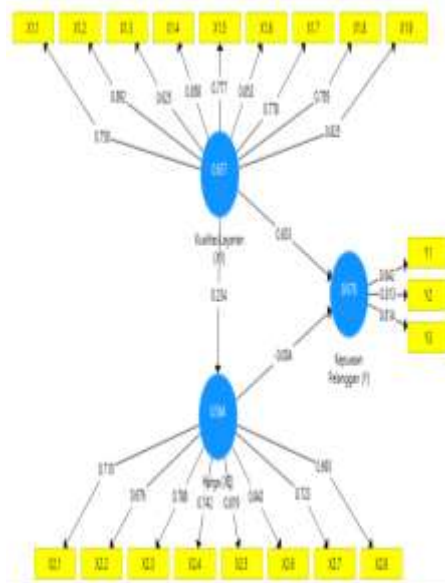
Reflective indicators also need to be tested for discriminislivadilidity with cross loading as follows:

Table 5.2CROSS LOADING

	Quality of service (X1)	Price (X2)	Visitor satisfaction (Y)
X1.1	**0.758**	**0.175**	0.575
X1.2	**0.8920**	**0.202**	0.722
X1.3	**0.625**	**0.098**	0.394
X1.4	**0.858**	**0.145**	0.682
X1.5	**0.777**	**0.246**	0.528
X1.6	**0.852**	**0.238**	0.641
X1.7	**0.778**	**0.225**	0.829
X1.8	**0.785**	**0.185**	0.765
X1.9	**0.825**	**0.138**	0.677
X2.1	0.098	**0.710**	0.093
X2.2	0.048	**0.676**	0.043
X2.3	0.175	**0.788**	0.158
X2.4	0.090	**0.742**	0.106
X2.5	0.247	**0.819**	0.190
X2.6	0.222	**0.842**	0.043
X2.7	0.185	**0.732**	0.118
X2.8	0.166	**0.693**	0.095
Y1	0837	0.170	**0.842**
Y2	0.541	0.140	**0.813**
Y3	0.612	0.154	**0814**

An indicator is declared valid if it has the highest loading factor for the intended construction compared to the loading factor for other constructions. The table above shows that the loading factor for indicator X1 (X1.1 to X1.9) is the loading factor X1.1 . to the X1 construction of (0.758) where the value is higher than the

loading factor for (X2 0.175) and Y (0.575) as well as other indicators.

Thus, latent contracts predict indicators in their block better than indicators in other blocks. Another method for viewing discriminant validity is by looking at the square root of average variance extracted (AVE) value. The recommended value is above 0.5. The following are the AVE values in this study:

Table 5.3Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
X1	0.637
X2	0.564
Y	0.678

The table above gives an AVE value above 0.5 for all constructs contained in the research model. The lowest value of AVE is 0.552 in the Quality of Service construction (X1).

a. Reliability Test

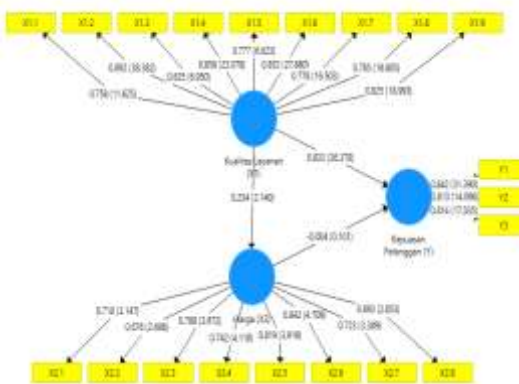The reliability test is carried out by looking at the composite reliability value of the indicator blocks that measure construction. Composite reliability results will show a satisfactory value if it is above 0.7. The following is the value of composite reliability in the output.

Table 5.4Composite Reliability

	Composite Reliability
X1	0.940
X2	0912
X3	0.863

The table above shows that the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability value is 0.863 in the construction Y (Visitor Satisfaction)

Table 5.5Validity Test, T-Statistics

2. Inner Model Structural Testing

After the estimated model meets the Outer Model criteria, then testing the structural model (Inner model) can be used by looking at the results of the R-Square value where the test aims to see the relationship between significant constructs and R-Square. The following is the R-Square value for construction:

The reliability test can also be strengthened with Cronbach's Alpha where the output of SmartPLS Version 3 gives the following results: value thatsuggestedis above 0.6 and the table above shows that Cronbach's Alpha values for all constructs are above 0.6. The lowest value is the Visitor Satisfaction Variable of 0.769 (Y).

Table 5.7R-Square

	R-Square
X1	
X2	0.055
Y	0.693

The table above gives a value of 0.055 for Price construction (X2), which means that Service Quality is able to explain a Price variance of 5.5%. The R value is also found in Visitor Satisfaction which is influenced by Service Quality and Price, which is 0.693 or 69.3%. Hypothesis testing is as follows:

Table 5.6Cronbach's Alpha

	Cronbach's Alpha
X1	0.928
X2	0.895
Y	0.769

Table 5.8Hypothesis Test Results

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P. values
Service Quality (X1) -> Visitor Satisfaction (Y)	0.833	0837	0.032	26,378	0.000
Price (X2) -> Visitor Satisfaction (Y)	-0.004	0.002	0.043	0.101	**0.919**

Service Quality (X1) -> Price (X2)	0.234	0.255	0.109	2,140	0.033

Evidence of proof H1 Quality of Service (X1) has an effect on Visitor Satisfaction (Y)

The table above shows that the influence between Service Quality (X1) and Visitor Satisfaction (Y) produces a significant relationship with a T-Statistic value of 26.378 which is greater than the T-table (<1.96). In this relationship, the final sample value is 0.833 which indicates that the relationship between Service Quality (X1) and Visitor Satisfaction (Y) is positive. Thus the H1 hypothesis in this study states that "Service Quality (X1) has a direct effect on Visitor Satisfaction (Y), which means that this hypothesis is accepted.

Proof of proof H2: Price (X2) has an effect on Visitor Satisfaction (Y) from the results of the research above, the results of testing the hypothesis provide that the price has a negative relationship to customer satisfaction or can be interpreted as H2 being rejected. Matter

This can be seen from the original sample value of -0.153. from the results of the calculation of the t-statistic value, it shows that the t-count value is 1.121 < t-table 1.985, meaning that the price does not have influence on customer satisfaction. As for significant values (P Values)

of 0.263 > 0.05. This states that the price has no significant effect on customer satisfaction of the JNE Corolet Branch in the South Tangerang area, Kelurahan Beautiful Serua, Ciputat District.

For JNE Corolet Branch customers, price is not the main emphasis in making a purchase. JNE customers at the Corolet Branch are willing to spend whatever money they want

the service quality is good. The quality of service in question is the JNE package service

The Corolet Branch in sending goods and services is always on time, JNE Corolet Branch

always address urgent customer requests, when customers need them

JNE Corolet Branch assistance responds quickly to customer complaints,

JNE Corolet Branch employees are friendly and polite to customers, as well as price lists

JNE Corolet Branch is clear because it frequently updates prices when changes occur

price. This good service quality results in customers feeling satisfied and not wanting

moving to another company and always loyal to using JNE Branch expedition services

Corolet. as a result of this good service quality, JNE customers at the Corolet Branch

not considering the price, because JNE Corolet Branch customers are more

Prioritizing good service quality compared to price, it can be interpreted that the indicators on price do not have a significant effect on customer satisfaction Proof of H3 Quality of Service (X1) has an effect on Price (X2) The table above shows that the influence between Service Quality (X1) and Price (X2) produces a significant relationship with the T-Statistic of 2.140 which is greater than the T-table (> 1.96). At this connection the original sampleThe original sample estimate value is positive, which is equal to 0.234 which indicates a relationship betweenService Quality (X1) with Price (X2) is positive. Thus the H3 hypothesis in this study which states that Service .

CONCLUSION

The conclusions that can be drawn from this study based on the results of data research using SEM (Structural Equation Modeling) analysis are as follows:

1. The results of the data that have been processed above show that service quality (X1) has a positive and significant direct effect on visitor satisfaction (Y). This means that if the visitor's assessment of service quality is good, it will affect visitor satisfaction at Taman Mini Indonesia Indah Bird Park. Vice versa if the quality of service is not good then visitor satisfaction is not good for Taman Mini Indonesia Indah Bird Park

2. The results of the data processing above show that price (X2) has no significant effect with the T-Statistic value being greater than the T-Table value on visitor satisfaction (Y). However, the original sample value shows that the relationship between price (X2) has a positive effect on visitor satisfaction (Y) but this hypothesis is not accepted because the P-values are greater than 0.05. This shows that the price of a mini Indonesian bird park tour has no significant effect on visitor satisfaction.

The results of the data that have been processed above show that service

quality (X1) has a positive and significant direct effect on price (X2). This shows that the quality of service for the price of Taman Mini Indonesia Indah Bird Park Tickets has a good rating from visitors. (Agus, 2015) This means that if the visitor's assessment of service quality is good, it will affect ticket prices for the Taman Mini Indonesia Indah Bird Park tour. Vice versa if the price does not get a good value then the quality of service is not good for the Taman Mini Indonesia Indah Bird Park tour.

SUGGESTION

Based on the results of the data analysis and conclusions above, there are several suggestions given by the writer, among others.

1. For bird park tours, Taman Mini Indonesia Indah In accordance with the research above, the indicators correspond to attention to visitors (X1.3), equipment (X1.1) and initiative (X1.7). in the service quality variable gets a low score even though the results are still positive, this shows that Taman Mini Bird Park Tourism. Bird park tourism pays more attention to the type of bird information board so that it can make it easier for visitors to get to know the types of birds, it is better if

the name board for bird species is made in a place that is protected from the hot sun and rain. The reason is to prevent damage in a short time.

2. In accordance with the research above, the indicator corresponds to the price (X2.2) of visitor purchasing power and (X2.1) the appropriate price. In the price variable, the lowest value is obtained even though the results are still positive, this indicates that Bird Park Tourism can consider price related not to equate adult ticket prices with children under ten years old. So that parents who want to bring many children are not too burdensome.

3. In accordance with the research above that the indicator is in accordance with visitor satisfaction. (Y.2) tourist location is convenient and (Y.3) promotes return. Bird park tourism should be held during an educational show in the afternoon so that visitors can enjoy the appearance of various birds. bird.

4. For further researchers The researcher suggests that further researchers can determine other variables to be able to influence the quality of visitor services.

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