Measuring Visitor Satisfaction using Gap Analysis at Trans Studio Bandung, Indonesia

Dita Amanah[1*], Dedy Ansari Harahap[2]

[1]Universitas Negeri Medan, Jalan Willem Iskandar Psr. V Medan Estate 20222, Indonesia
[2]Universitas Islam Sumatera Utara, Jalan Sisingamangaraja Medan 20217, Indonesia
[2] ditamnh@yahoo.com

Abstract: Service quality is the main factor that must be owned by the company and simultaneously determines customer satisfaction. Therefore, it is necessary to analyze the gap between the perception and expectations of visitors on Trans Studio Bandung, Indonesia. The sample was ninety respondents with purposive sampling as a sampling technique, who had visited Trans Studio. Visitor satisfaction is analyzed based on the quality of Trans Studio services. Gap analysis, Customer Satisfaction Index (CSI) and the Importance Performance Analysis (IPA) method are used to analyze visitor satisfaction. The results of the gap analysis indicate that visitors feel less satisfied with the services of Trans Studio. This is shown in the negative gap value for all service attributes tested. Based on CSI, visitors are quite satisfied with the service of Trans Studio Bandung (53.07%). Overall Trans Studio service performance which obtained from the IPA method is good (76%). Limitations and recommendations are also discussed in this paper.

Keywords: Gap Analysis, Importance Performance Analysis, Customer Satisfaction Index, Trans Studio, Indonesia

Paper type: Research paper

1. Introduction

The quality of service gap provided by the company with customer expectations often occurs. This is due to the changing needs and desires of customers, and also different levels of satisfaction for each customer. Customer satisfaction is a feeling of pleasure and relief felt by customers due to consuming products/services. Feelings of pleasure or satisfaction are obtained after someone compares performance with expectations. Conversely, if the performance is not in accordance with customer expectations, then there will be feelings of disappointment. Satisfied customers tend to be loyal longer, not sensitive to

prices and give positive information about the company's products/services to others (Oliver, 2010). Satisfaction and dissatisfaction are the result of an evaluation of the interaction of expectations with perceptions received by the customer after consuming the product/service (Philip Kotler and Armstrong, 2018). Giving full satisfaction to customers is not an easy thing for the company, even for a short time. Effective action is needed from all company resources to make it happen (Mudie and Cottam, 2011). So, satisfaction is a pleasant feeling experienced by the customer because the needs are met, that is the value of the product/service consumed exceeds customer expectations.

Satisfaction is identical to the service provided by the company. Good service is a satisfying service that suits the customer's expectations. If service exceeds expectations, then this service is categorized as very satisfying or very high quality. Service quality is the level of excellence and control over the excellence that customers expect. Therefore, companies need to maintain consistency in satisfying consumer expectations because satisfied perception is determined by the customer rather than based on the perception of the service provider (Smith and Offodile, 2011). Services are intangible and do not result in ownership of products/services. The point is the fulfillment of customer needs and desires due to actions taken by the company. This action aims to satisfy the customer. The company will benefit if it provides good service to customers (Phillip Kotler, Armstrong, Ang, et al., 2017). Companies that already have a positive value in customer perceptions, will get a good response from customers and it could be that customers become regular customers and make repeat purchases. So it is very important to consider customer satisfaction by providing as well as possible service.

To minimize the gap between customer expectations and company service performance, it is necessary to evaluate service performance by the company (Amanah, 2015). One of the method that can be used is gap analysis. The results of the comparison of actual performance (perception) and potential performance (expectations) will identify the parts that need to be improved and actions that need to be taken to reduce the gap or achieve the expected performance of the customer. For this reason, integrated action is needed from all company resources. In tourism, one of the factors of visitor satisfaction can be created from the interesting attractions and services presented by the country. Likewise with the theme park such as Trans Studio. Services and various of games that are interesting and different from competitors will shape the positive attitude of visitors and then will form satisfaction or even loyalty if the theme park manager can maintain or even increase the feeling of satisfaction (Amanah, Hurriyati, Gaffar, Agustini, and Harahap, 2018).

2. Literature Review

A. Consumer satisfaction

Companies are required to know the needs and desires of consumers that always change. Consumers will make purchases if the value perception has been formed and customer satisfaction will be created based on the good performance of the company or in other words, if the performance of the product/service exceeds consumer expectations.

Consumer satisfaction is consumers' assumptions about the performance of products/services in line with their expectations (Phillip Kotler, Armstrong, Harris, and Piercy, 2017). The level of consumer pleasure will arise if their needs are met from using certain products/services (Johann, 2015). Customers will feel certain feelings when or after obtaining service (Prakash and Mohanty, 2012). Feelings that arise can be happy or disappointed after comparing the performance of the product/service with the expectations of consumers (Philip Kotler and Keller, 2016). Consumer response to conformity or nonconformity evaluation will create satisfaction or dissatisfaction (Hwang and Zhao, 2010). So, to find out satisfaction, consumers are unconsciously evaluating after purchasing which they compare the performance with expectation (Jiradilok, Malisuwan, Madan, and Sivaraks, 2014).

Many factors can influence consumer satisfaction. Service quality, product quality, price, situation factors, personal factors, location are the factors that influence satisfaction (Parasuraman, Zeithaml, and Malhotra, 2005; Amanah, 2018; Harmen, Agustini, Harahap, and Amanah, 2017). In addition Lilijender and Strandvik (1997) and Dachyar and Siva (2016) also has several additional factors that are considered to affect satisfaction, they are emotions and costs. Stauss and Neuhas (1997) put forward a theory about the type of customer satisfaction and dissatisfaction based on consumer emotions. This type is demand customer satisfaction, stable customer satisfaction, resigned customer satisfaction, stable customer dissatisfaction, demanding customer dissatisfaction. These types indicate consumer emotions towards the product/service provider and interest in buying the product/service again.

Philip Kotler and Armstrong (2016) offers several measurement models for companies to monitor customer satisfaction, such as system complaints and suggestions, ghost shopping, lost customer analysis, customer satisfaction surveys. Companies can find out the level of customer satisfaction through the model and identify the characteristics of consumers who are satisfied with the performance of certain products/services such as loyal to the product, positive word of mouth (WOM), consumers examine certain products/services to consume other products/services (Abuamoud, Ibrahim, and Alrousan, 2018; Baggio, Cooper, and Scott, 2009).

B. Service quality

Consumers are determinants and value givers of the trait and characteristics of product/service performance in fulfilling requirements. Consumers want a level of excellence and control over these advantages in complying their needs (Lovelock and Wirtz, 2011). If the superiority of service is not directly proportional to expectations, consumers keep a bad perception of the service (Mmutle and Shonhe, 2017; Matusitz and Breen, 2009). So the quality of service arises due to the added value of certain product/service consumption which are intangible received by consumers. The service is a good quality if consumers receive service in accordance with expectations. Conversely, if the service received by consumers is lower than their expectations, then consumers will have a bad perception of the service.

Consumers will have strong ties with service providers if they provide quality services. This relationship will also enable the company to understand the expectations and needs of consumers. Every consumer in daily uses products/services and certainly expects quality products/services. Therefore, companies must try to understand and meet the needs and desires of consumers. Meeting the needs of consumers will create satisfaction and at the same time increase company profits. Good product/service quality will increase customer satisfaction. If this quality continues to be improved, it will encourage consumers to buy again and this will bring huge profits to the company.

Zeithaml, Parasuraman, and Malhotra (2002) build the SERVQUAL model as a reference for measuring the quality of service that will create a perception in the minds of consumers. So, consumer perception is the basis for a measure of satisfaction, not the perception of the service provider (Ngo, 2015). This model is an expected service and perceived service comparison (Blešic, Ivkov-Džigurski, Stankov, Stamenkovic, and Bradic, 2011). Expected service is the customer's expectation of service and if the service exceeds expectations, the quality of service is perceived as extraordinary. Perceived service is the service received by the customer. If the service received is in line with expectations, the quality of service is perceived as satisfying. The expectation of each consumer is basically they get the same service as their expectations. Many factors that influence consumer expectations are obtained from WOM information, personal needs, experience, external communication by the company. The SERVQUAL model produces five dimensions of service quality namely tangible, reliability, responsiveness, assurance, empathy. In addition to evaluating these five dimensions, it is also important for companies to understand the causes of poor service. Rekila (2013) states seven factors that cause poor service, they are production

and consumption that occur simultaneously, high labor intensity, inadequate support for customers, communication gap, treating customers in the same way, excessive service expansion, short-term business vision.

C. Gap analysis

Gap analysis is a tool that serves to evaluate the company's performance in providing services to the consumer. Future budgets can be planned and determined strategically through the results of gap analysis. In management science, gap analysis is a business measurement method that helps companies compare performance with targets to be achieved. The result is information that is useful for the company regarding the parts that need to be improved and become one of the basic decision-making in time and costs used to meet service standards. Comparisons between current conditions and future plans are known through gap analysis. If the performance value is greater than the target, the gap will be positive. Instead, the gap will be negative if the performance value is smaller than the target. The gap will widen if the target value gets bigger and the performance value gets smaller.

So there is a gap between business needs and performance caused by various factors so that efforts need to be made to identify the parts that have these gaps. Gap can occur because it is impossible for a company to perform perfectly in its implementation (Picolo, Del Prá Netto Machado, Tontini, Dockhorn, and Gava, 2016). Jennings (2000) states that it is necessary to identify missing steps to achieve company goals. The identification will develop a plan for a shared view of future actions and eliminate the gap between current conditions and desired performance needs. Consumer perceptions and expectations are measured using a gap analysis involving five dimensions of service quality (tangible, assurance, reliability, responsiveness, empathy) identified into 22 service attributes. Figure 1 below shows the performance measurement with gap analysis approach.

Figure 1. Gap analysis
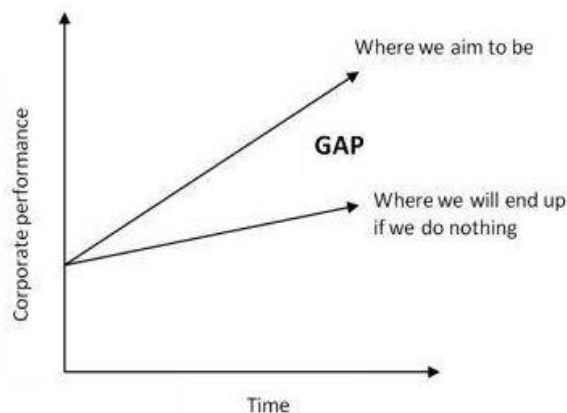
3. Research Method

Gap analysis is a method or tool that can help a company compare customer perceptions and expectations about the company's services. Customer perception is the customer's subjective judgment based on the experience of consuming the product/service, while customer expectations are the customer's standard for the experience of consuming certain products. There should be similarities between customer perceptions and expectations, but reality is always different. There is a gap between perceptions with expectations and even the gap is quite large. Therefore, gap analysis is used by companies to find gaps and make efforts to minimize the gap. In addition to gap analysis, this study also uses the Customer Satisfaction Index (CSI) to measure customer perceptions of the services they obtain by comparing customer expectations and needs. The measurement results will be information about customer satisfaction with the performance of certain companies. Another method used is the Importance Performance Analysis (IPA) to measure the relationship between customer perceptions and product/service quality improvement priorities or known as quadrant analysis. The results of the analysis will be information about service factors that affect customer satisfaction which is felt to need improvement and facilitate the company to improve performance. Universitas Pendidikan Indonesia students were the sample of this study, with ninety respondents. They were selected by purposive sampling technique, they are students who had visited Trans Studio.

4. Results And Discussions

A. Results

Respondent characteristics

Table 1 presents the gender of the respondents. From 90 respondents, 51 were women (57%) and 39 were men (43%). So in this study most respondents who answered the questionnaire were women. For the age of the respondents, most respondents involved in this study were 20-25 years old (with a total of 23 respondents with a percentage of 26%). The age of the respondents who were least involved was in the range of 26-30 years old (totally 13 respondents or 14%). For the age of respondents, most respondents involved in this study were 20-25 years old (with a total of 23 respondents and the percentage is 26%). The age of the respondents who were least involved was in the range of 26-30 years old (totally 13 respondents or 14%). Most respondents worked as private employees with a total of 25 respondents (28%), followed by entrepreneurs who were 24 respondents (27%), students were 20 respondents (22%), government employees were 12 respondents (13%) and only 9 respondents (10%) who worked other than those specified in this study.

Table 1. Respondents' personal data

Personal data	Total (respondents)	Percentage
Gender		
Male	39	43
Female	51	57
Age (years old)		
15-20	15	17
21-25	23	26
26-30	13	14
31-35	19	21
>35	20	22
Occupation		
Government employee	12	13
Entrepreneur	24	27

Private employee	25	28
Student	20	22
Others	9	10

Gap analysis

Every consumer must have expectation for every purchase they make. Comparative standards for evaluating product or service quality are consumers' expectations of their satisfaction. Customer confidence becomes a standard in assessing product or service performance before they buy it. Consumers will keep the product or service if they get the product or service in accordance with their expectations. It cannot even be denied that it will create loyalty if it is sustainable. So, the level of customer loyalty is largely determined by the fulfillment of customer expectations. Customer loyalty will be higher if all their expectations are fulfilled (Zeithaml, Berry, and Parasuraman, 1993).

Based on the results of the analysis found that the perception of visitors to the Trans Studio service is not in accordance with the expectations of visitors. In other words, Trans Studio has not met the expectations of visitors so that visitors are less satisfied with their services. This is known from all statements in the questionnaire in Table 2 which shows negative perceptions of all service attributes. From the 22 service attributes that most visitors want to be evaluated by Trans Studio are the ticket prices that must be more acceptable to the quality of the game and its benefits, ticket prices are more competitive with competitors, ticket prices are more affordable, vehicle security when in the parking lot.

Table 2. Gap between perceptions and expectations of visitors based on
service quality attributes

No attribute	Attributes	Perception	Expectation	Gap
Tangible				
S1	The Trans Studio staff is very maintaining the cleanliness of the game environment.	2.78	3.17	-0.39
S2	Trans Studio staff always look clean.	2.19	2.51	-0.32
S13	Ticket prices are in accordance with the quality of the game.	2.13	4.26	-2.13
S14	Ticket prices compete with other competitors.	1.81	3.74	-1.93
S17	The Trans Studio location is strategic and easy to reach.	3.40	3.60	-0.2
S18	Trans Studio parking area is very wide.	2.68	3.39	-0.71
Reliability				
S8	Staff is very educated and trained in carrying out tasks.	3.26	3.71	-0.45
S10	Trans Studio always keeps visitors safe.	3.10	3.44	-0.34
S11	Ticket prices are affordable for visitors.	2.50	3.96	-1.46
S12	Ticket prices are included for all types of games.	2.59	4.16	-1.57
S15	Ticket prices are in accordance with	2.33	3.61	-1.28

	the comfort received by visitors.			
S16	Ticket prices according to the benefits received by visitors.	1.71	3.93	-2.22
Responsiveness				
S4	The safety officer acts quickly if an accident happens.	2.36	2.59	-0.23
S5	Visitors get clear information from staff.	2.24	2.84	-0.60
Assurance				
S7	Staff is friendly to visitors.	1.96	2.69	-0.73
S9	Staff is easy to establish relationships and communicate well with visitors.	2.98	3.61	-0.63
S19	Vehicle is safe when in the parking lot	2.87	4.01	-1.14
S20	Visitors always want to visit Trans Studio.	2.69	3.36	-0.67
S21	Visitors communicate good things about Trans Studio to other people.	3.42	3.84	-0.42
S22	Visitors recommend Trans Studio to others.	3.51	3.98	-0.47
Empathy				
S3	Trans Studio staff is always ready to serve visitors.	2.22	2.57	-0.35
S6	Responsive staff in handling visitor complaints.	3.14	3.52	-0.38
	Total	5.36	6.09	-0.73

3. Customer Satisfaction Index (CSI)
Based on Table 3, it is known that the score of the Customer Satisfaction Index (CSI) is 53.07%, which means that visitors feel quite satisfied with the performance of Trans Studio services.

$$CSI = \frac{202.95}{(5 \times 76.49)} \times 100\%$$

$CSI = 53.07\%$.

Table 3. Trans studio visitor satisfaction

No attribute	Attributes	Level of Importance	Level of Performance	Scores
S1	Trans Studio staff is very maintaining the cleanliness of the game environment.	3.17	2.78	8.81

S2	Trans Studio staff always look clean.	2.51	2.19	5.50
S3	Trans Studio staff is always ready to serve visitors.	2.57	2.22	5.71
S4	The safety officer acts quickly if an accident happens.	2.59	2.36	6.11
S5	Visitors get clear information from staff.	2.84	2.24	6.36
S6	Responsive staff in handling visitor complaints.	3.52	3.14	11.05
S7	Staff is friendly to visitors.	2.69	1.96	5.27
S8	Staff is very educated and trained in carrying out tasks.	3.71	3.26	12.09
S9	Staff is easy to establish relationships and communicate well with visitors.	3.61	2.98	10.76
S10	Trans Studio always keeps visitors safe.	3.44	3.10	10.66
S11	Ticket prices are affordable for visitors.	3.96	2.50	9.90
S12	Ticket prices are included for all types of games.	4.16	2.59	10.77
S13	Ticket prices match the quality of the game.	4.26	2.13	9.07
S14	Ticket prices compete with other competitors.	3.74	1.81	6.77
S15	Ticket prices are in accordance with the comfort received by visitors.	3.61	2.33	8.41
S16	Ticket prices according to the benefits received by visitors.	3.93	1.71	6.72
S17	Trans Studio location is strategic and easy to reach.	3.60	3.40	12.24
S18	Trans Studio parking area is very wide.	3.39	2.68	9.09
S19	Vehicle is safe when in the parking lot.	4.01	2.87	11.51
S20	Visitors always want to visit Trans Studio.	3.36	2.69	9.04
S21	Visitors communicate good things about Trans Studio to other people.	3.84	3.42	13.13
S22	Visitors recommend Trans Studio to others.	3.98	3.51	13.97
	Total	76.49	57.87	202.95

Importance Performance Analysis Method (IPA)
Based on the IPA method in Figure 2, the position of each service attribute is obtained in analyzing Trans Studio visitor satisfaction.

Figure 2. Cartesius diagram of trans studio service quality
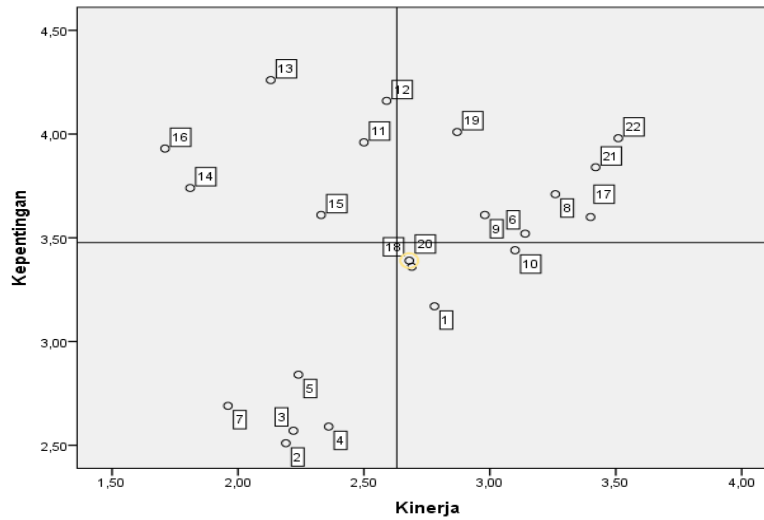
The Cartesisus Diagram above determines the position of each service attribute into the four quadrant analyzes in Table 4 below.

Table 4. Decision making (IPA)

Quadrant I Concentrate here Attribute number : 11, 12, 13, 14, 15, 16	Quadrant II Keep up the good work Attribute number : 6, 8, 9, 17, 19, 21, 22
Quadrant III Low priority Attribute number : 2, 3, 4, 5, 7	Quadrant IV Possible overkill Attribute number : 1, 10, 18, 20

Quadrant I (concentrate here)
The attributes in this quadrant are considered very important by the customer but the service is not satisfactory. These attributes are the top priority for immediate improvement by the company.
Attribute 11: Ticket prices are affordable for visitors
Attribute 12: Ticket prices are included for all types of games
Attribute 13: Ticket prices match the quality of the game
Attribute 14: Ticket prices compete with other competitors
Attribute 15: Ticket prices are in accordance with the comfort received by visitors
Attribute 16: Ticket prices according to the benefits received by visitors
Conclusion:

The company prioritizes to focus on improving these attributes in this quadrant, because the quality of service performance is not satisfactory.

Quadrant II (keep up the good work)

The attributes in this quadrant are considered very important by the customer and the service performance is very satisfying.

Attribute 6: Responsive staff in handling visitor complaints

Attribute 8: Staff is very educated and trained in carrying out tasks

Attribute 9: Staff is easy to establish relationships and communicate well with visitors

Attribute 17: Trans Studio location is strategic and easy to reach

Attribute 19: Vehicle is safe when in the parking lot

Attribute 21: Visitors communicate good things about Trans Studio to other people

Attribute 22: Visitors recommend Trans Studio to others

Conclusion:

Customers are very satisfied. The company must maintain these service quality attributes in this quadrant.

Quadrant III (low priority)

The attributes in this quadrant are considered not too important by the customer and the service is not satisfactory.

Attribute 2: Trans Studio staff always look clean

Attribute 3: Trans Studio staff is always ready to serve visitors

Attribute 4: The safety officer acts quickly if an accident happens

Attribute 5: Visitors get clear information from staff

Attribute 7: Staff is friendly to visitors

Conclusion:

The company does not prioritize too much to focus on improving the attributes in this quadrant, because the quality of service performance is less satisfactory so it is not too important for Trans Studio.

Quadrant IV (possible overkill)

The attributes in this quadrant are considered not too important by the customer but the service is satisfying.

Attribute 1: Trans Studio staff is very maintaining the cleanliness of the game environment

Attribute 10: Trans Studio always keeps visitors safe

Attribute 18: Trans Studio parking area is very wide

Attribute 20: Visitors always want to visit Trans Studio

Conclusion:

Customers have felt satisfied with the service performance provided by the Trans Studio.

The decision making above will produce the analysis presented in Table 5 and Table 6 as follows.

1. Based on the results of the IPA conformity analysis

Table 5. Results of the IPA analysis

No. attribute	Poorly Attributes	Service quality performance
Attribute 13	Ticket prices match the quality of the game offered	Not good
Attribute 14	Ticket prices compete with other competitors	Not good

Attribute 16   Ticket prices are in accordance with the   Not good
                benefits received by visitors

The first recommendation for the company to make improvements:
Attribute 13: Determine ticket price that matches the quality of the game
Attribute 14: Determine ticket prices that are more competitive with other competitors
Attribute 16: Determine the ticket price according to the benefits received by visitors

2. Based on the results of the Cartesius Diagram analysis (IPA)

Table 6. Results of cartesius diagram analysis

No. attribute	Attributes of Quadrant I
Attribute 11	Ticket prices are affordable for visitors
Attribute 12	Ticket prices are included for all types of games
Attribute 13	Ticket prices match the quality of the game offered
Attribute 14	Ticket prices compete with other competitors
Attribute 15	Ticket prices are in accordance with the comfort received by visitors
Attribute 16	Ticket prices are in accordance with the benefits received by visitors

The second recommendation for the company is to make priority improvements:
Attribute 11: Determine affordable ticket prices for visitors
Attribute 12: Determine the ticket price that is included for all types of games
Attribute 13: Determine ticket price that matches the quality of the games
Attribute 14: Determine ticket price that competes with other competitors
Attribute 15: Determine the ticket price according to the comfort received by visitors
Attribute 16: Determine the ticket price according to the benefits received by visitors

B. Discussions
The results showed that there was a gap between service performance and the expectations of visitors to Trans Studio. This is in line with Arabatzis and Grigoroudis (2010) who found a gap between the performance of Dadia-Lefkimi-Souflion National Park, Greece with the expectations of visitors. They stated that infrastructure (road network) and recreational facilities (kiosks, picnics and toilets) received the lowest satisfaction scores, while employee knowledge, materials (photos, CDs, DVDs) that visitors could buy and natural characteristics became the strength of the National Park which became the satisfaction factor. In addition, the availability of seating and trash can be the most critical satisfaction characteristics for visitors. Supported by Febriyanto (2011) who stated that there was still a large gap between the expectations of visitors with the quality of service of PLG Way Kambas National Park division of elephant training center, Lampung. The performance of national park managers is still below the expectations of visitors, where service attributes go to quadrant II in the Cartesius Diagram. The expectations of visitors to the national park are high, but the quality of service received by visitors is still below their expectations. Oktaviani and Suryana (2006) also found a gap between the expectations of visitors and the service of the management of Kebun Wisata Pasirmukti, Bogor, Indonesia. The performance of all service attributes provided is still below the expectations of visitors. Many service attributes need to be improved such as worship facilities, promotions, access to locations, responsiveness of employees, parking areas, orchid gardens, vegetable gardens, restaurants, lodging, camping areas. The gap between expectations and greater performance will create a lower level of visitor satisfaction. On the

contrary, Astuti and Sefudin (2016) found a different result from this study. They declared the service of Dunia Fantasi, Jakarta, Indonesia was very good and met the expectations of visitors. Visitors are very satisfied with the services provided during recreation in Dunia Fantasi.

The Customer Satisfaction Index is also implemented in this study. The results show visitors are quite satisfied with the Trans Studio service. This is in line with Lee et al. (2016) who found the level of visitor satisfaction was 53%. This means that visitors feel quite satisfied with the services provided. They conducted research for 300 domestic tourists who visited an area of a food factory in Taipei, Taiwan. Only 242 questionnaires were returned and the data analyzed in their study. The level of satisfaction differs based on gender, age, socioeconomic status and place of residence. Needs, preferences, buying behavior and price sensitivity are also different for each respondent. Food factory managers are advised to improve service so that visitors feel more satisfied. Supported by Widiastuti (2017) who obtained CSI calculation results of 80.7%. For this value, the level of satisfaction of Bandung tourists is categorized as satisfied. This means tourists feel satisfied with the service when visiting Bandung and create a positive experience of Bandung. He studied 385 tourists who had visited Bandung and employed purposive sampling for the sampling technique. Li, Song, Chen, and Wu (2012) also obtained the same research results. They distributed questionnaires to mainland Chinese tourists who have visited Hong Kong and England for one year later. It was found that tourists visiting Hong Kong were more satisfied with the services provided than tourists visiting the UK. The attributes that most influence their satisfaction are attractions, hotels and tour operators. This means that China's tourism industry as a whole is more competitive than the UK. The pattern of tourist satisfaction is also carried out by Pilelienė and Grigaliūnaitė (2014). They studied 251 Lithuanian tourists who visited various countries analyzed. It was found that most tourists visit with their family (40%) and prefer to travel with companies. Turkey is the most visited tourist destination by Lithuanian tourists (25%). There are 4 factors that become tourist satisfaction when visiting the country, such as activities in tourist destination countries, marketing, environmental preservation and natural conditions.

To map visitor perceptions into the Trans Studio service quadrant analysis, the Importance Performance Analysis method is used. The results show that the service provided to visitors is good. This is in line with Omar, Abukhalifeh, and Mohamed (2015) which states tourists feel quite satisfied with the experience of visiting Penang Island. There are no attributes included in quadrant I on the results of the IPA method, meaning that there are no crucial factors that need to be corrected in the service in Penang Island. They studied 803 tourists during August-November 2012. They analyzed 6 service attributes to determine tourist satisfaction. Most tourists visiting Penang Island are young, educated, independent and first come to Penang Island. Their goal is to vacation and prefer to stay in a hotel or resort. Tourists generally use the internet and word of mouth as a source of information. Supported by H. S. Lee (2015) who studied 697 tourists who visited 6 zoos in Korea. Comfort and security are the most important attributes for visitors. The biggest motivation for visitors to the zoo is from children. Improvements in the environment, animal welfare and the development of education programs need to be done to increase visitor satisfaction. Six service attributes that determine the satisfaction of visitors were also carried out by (Cheng, Guo, and Ling, 2013). 389 tourists who visited the Fantawild Adventure Theme park in Taiwan were respondents to their research. Recreational experience is the most significant factor affecting visitor satisfaction, while the theme park facilities are the least influential factor on satisfaction. The theme park manager feels that the IPA method is very useful for identifying visitor experience problems and then setting the steps needed to improve them.

5. Conclusion, Theoritical and Practical Contribution

A. Conclusion

Based on the results of the gap analysis stated that the gap between the perception and expectations of visitors is still quite large. The Cartesius Diagram shows some of the service attributes are less satisfying that Trans Studio must evaluate so that in the future it is expected to increase visitor satisfaction. Those attributes consists of six, mainly related to ticket pricing. Trans Studio is expected to be able to review ticket prices that are more affordable for visitors, ticket prices are adjusted to all types and quality of games, ticket prices are more competitive, ticket prices are adjusted to the comfort and benefits received by visitors. Overall Trans Studio service performance is good as indicated by the results of CSI analysis where visitors are quite satisfied with the Trans Studio service.

Researchers are then advised to include other service attributes that can create better customer satisfaction and also use other research methods to provide more accurate results. The sample is expanded, not only to students on certain campuses, so the results are considered more representative and can be generalized to all types of entertainment facilities similar to Trans Studio.

B. Theoretical contribution

- Complete empirical findings on marketing management study that conceptually contribute to the development and study of marketing science in the future related to visitor satisfaction in the theme park.

- Providing useful information and references for other researchers to conduct further research related to customer service and satisfaction, especially in the theme park.

C. Practical contribution

- Used as input for Trans Studio in determining priority emphasis for service attributes to visitors.
- Used as a concept of visitor satisfaction needed by Trans Studio to develop its business.
- Give contribution to service attributes for theme park entrepreneurs in Indonesia.

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