

THE INFLUENCE OF SERVICE STRATEGIES ON INCREASING THE NUMBER OF VISITORS IN THE FRESHWATER WORLD TAMAN MINI INDONESIA INDAH

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Article History

Received: 15-01-2022

Revision: 28-03-2022

Accepted: 21-04-2022

Published: 29-04-2022

Abstract. The purpose of this study was to understand how much influence service strategies have on the increasing number of visitors in the freshwater world of TMII. The research method used is quantitative method. The basis of this research is the survey method, which is the distribution of questionnaires to visitors about matters related to research in the Freshwater World of Taman Mini Indonesia Indah. The conclusion of this study is the result of interpretation of the effect of service strategies on increasing the number of visitors in the Freshwater World of Taman Mini Indonesia Indah is 0.78679 which falls into the strong category, then calculated in this study by 12.61 and t table by 1.984467 at error rate of 5%, which is where the hypothesis in this study is H_0 rejected and H_a accepted, Then the coefficient of determination in this study is 60%. The advice that can be given to the Freshwater World of Taman Mini Indonesia Indah is to further improve services, the addition of facilities and infrastructure and the addition of freshwater biota collections.

Keywords: Service Strategy, Increasing the Number of Visitors

Abstrak. Tujuan dari penelitian ini adalah untuk memahami seberapa besar pengaruh strategi pelayanan terhadap peningkatan jumlah pengunjung di dunia air tawar TMII. Metode penelitian yang digunakan adalah metode kuantitatif. Dasar dari penelitian ini adalah metode survey, yaitu pembagian kuesioner kepada pengunjung mengenai hal yang berhubungan dengan penelitian di Dunia Air Tawar Taman Mini Indonesia Indah. Kesimpulan pada penelitian ini adalah hasil interpretasi pengaruh strategi pelayanan terhadap peningkatan jumlah pengunjung di Dunia Air Tawar Taman Mini Indonesia Indah adalah sebesar 0,78679 yang masuk dalam kategori kuat, lalu t hitung pada penelitian ini sebesar 12,61 dan t tabel sebesar 1,984467 pada taraf kesalahan 5%, yang dimana hipotesis pada penelitian ini adalah H_0 ditolak dan H_a diterima, lalu koefisien determinasi pada penelitian ini sebesar 60%. Saran yang dapat diberikan pada Dunia Air Tawar Taman Mini Indonesia Indah adalah lebih meningkatkan lagi pelayanan, penambahan sarana dan prasarana dan penambahan koleksi biota air tawarnya.

Kata Kunci: Strategi Pelayanan, Peningkatan Jumlah Pengunjung.

How to Cite: Pangestu, G & Supriatna, A. (2022). The Influence of Service Strategies on Increasing the Number of Visitors in The Freshwater World Taman Mini Indonesia Indah. *Indo-Fintech Intellectuals: Journal Economics and Business*, 2 (1), 31-37. <http://doi.org/10.54373/ifiheb.v2i1.64>

INTRODUCTION

Indonesia is one of the countries that has a considerable population in the world and has various tribes, customs, religions and cultures. Taman Mini Indonesai Indah is one of the

attractions in Indonesia precisely in the DKI Jakarta area. TMII is a mockup of the Indonesian state where TMII has various traditional houses in Indonesia. Therefore, TMII is used as one of the tourist attractions favored by the local community even by all Indonesian people as well as foreign tourists. Tourism is a travel activity that aims for recreation, vacation, traveling (traveling), or visiting a tourist attraction that has never been visited by tourists both local and foreign tourists, both individually and in groups. (Bungaran Antonius Simanjuntak, 2015).

TMII has a variety of recreational rides, one of which is the freshwater world. In the performance system in TMII Water World, one of them in the field of visitor service is very important. The most dominant service is to reduce the queue of ticket purchases to get into the rides, because during the holidays or weekend these rides are very popular and full. The level of consumer satisfaction with a service can be measured by comparing consumer expectations of the quality of service he wants with the reality he receives or feels. (Kaihatu, 2008), This effort is continuously improved by the World of Freshwater TMII.

The competition of attractions in the internal TMII is so tight, therefore the freshwater world rides continue to improve for an increase in the number of visitors. All efforts and strategies have been carried out by this vehicle such as review of admission tickets, good facilities and infrastructure and the level of cleanliness that is always maintained. The thing that has not been touched by this vehicle is the service strategy through human resources competence or employees. Human resources, namely labor or employees, play a very important role for the improvement of performance or progress of a company. (Dipang, 2013).

The attitude, appearance and responsibility of employees is one of the competencies that must be owned by all employees of TMII Freshwater World rides. Attitudes are influenced by feelings of support or dis support (Rijal & Bachtiar, 2015) from a condition, therefore a good attitude is important to show to visitors of this vehicle. Along with attitude is appearance, appearance is one of the organizational cultures shown by employees in an organization so that the appearance of employees or officers is an important assessment of consumers or visitors.

Maximum service quality will create customer satisfaction and can improve the company's performance through increased visitors. (Hermanto et al., 2019). Therefore, the increase in the number of visitors to TMII Freshwater World rides identifies the satisfaction of visiting, a place that will be able to satisfy visitors will predominantly have a good image of visitors. (Rosita, Sri Marhanah, 2016). Good service is a service that provides a container

for customers to submit their complaints in the form of complaints, as has been done by Dunia Air Tawa TMII, (Cahyawati, 2017) where this vehicle provides an opportunity for visitors to provide input through the advice box or convey it directly to employees on duty.

Therefore, through a maximum service strategy will produce the company's performance through increasing the number of visitors on the World Freshwater Taman Mini Indonesia Indah. If in a service to visitors is not maximal, it can affect the comfort of visitors so that it can affect the interest of visitors to come back one day, and can affect the number of increased visitors.

METHOD

This study uses quantitative methods based on the philosophy of positivism and used to examine the population or certain populations and with polulation of 25,605 people for six months in 2017, using the solvin formula of the number of samples to 100 people. The spread of questionnaires was randomly conducted at the end of the TMII Freshwater World on holidays, namely Saturdays, Sundays and national holidays. (Sugiyono, 2015). The form of the statement in the questionnaire is positive using the likert scale with 5 answer options, namely 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). Variable (X) of service strategy has 3 dimensions, namely; (1) attitude, (2) appearance, and (3) responsibility. While the variable (Y) increase in the number of visitors has 3 dimensions, namely: (1) quality of service, (2) attraction of attractions, and (3) satisfaction of visitors. Data analysis techniques performed are (1) descriptive statistical analysis; to obtain an overview of the data on variables X and Y, (2) analysis of product moment correlation; to determine the relationship between variables X and Y, and (3) test t; to test the significance of the relationship between variables X and Y. (Kadir & Pd, 2015).

RESULTS

Based on the results of the study obtained that respondents who have participated in filling out questionnaires amounted to 100 people consisting of (1) men 61 people or 61% and (2) women 39 people or 39%. While based on the age of respondents who answered the questionnaire consisted of; (1) age less than 21 as many as 14 people or 14%, (2) ages 21-30 as many as 39 people or 39%, (3) ages 31-40 as many as 27 people or 27%, (4) ages 41-50 as many as 18 people or 18%, and (5) Age more than 50 as many as 2 people or 2%. Based on these results, the majority of visitors to TMII Freshwater World aged 21-30 people and dominated by men. While the respondents of visitors based on their work are dominated by

private employees as many as 37 people or 37% and followed by students or students as many as 30 people or 30%. While based on the amount of income, the majority of visitors to TMII Freshwater World amounted to Rp. 2,100,000 to Rp. 3,000,000 per month as many as 33 people or 33% followed by visitors who earn Rp. 3,100,000 to Rp. 4,000,000.

The result of the calculation of the correlation coefficient was obtained 0.7876 which means there is an influence of service strategies on increasing the number of visitors. And based on the table of guidelines for achievement coefficient point 0.7876 is between 0.60 to 0.733 which means that the relationship is strong. Significant tests of correlation coefficients with two parties prove that the calculation results obtained t count by 12.61 t table of 1,984 and significant level 0.05, if $t_{hitung} > t_{table}$ means the H_0 research hypothesis is rejected and H_a accepted, meaning there is an effect of service strategies on increasing the number of visitors in the TMII Freshwater World. The Coefficient of Determination test is obtained by applying the correlation coefficient found at 60% which means the effect of the service strategy by 60% while 40% is determined by other factors or circumstances.

DISCUSSION

As employees and officers of TMII Freshwater World recreation rides, always put forward a friendly attitude and attention to visitors where employees do not cut down choose in serving. This is evidenced by a welcome greeting for every visitor and always petrified to provide all the information needed by visitors. Therefore, the dimension of attitude if implemented with the maximum will affect the performance of employees which will later affect the number of visitors. (Latief et al., 2019). However, the increase in employee attitudes is also influenced by various factors including the comfort of work and the culture in the organization. (Onsardi, 2018).

In addition to attitude, the increase in the number of visitors to TMII Freshwater World rides is also influenced by the appearance and responsibility of its employees is evidenced by all employees in carrying out their duties using standard attributes that have been determined by the company such as uniforms and nametags so that all visitors can know the identity of employees. (REZANOFRIYANI et al., 2019). Likewise with responsibility, where all employees are responsible for their duties and obligations. (Daulay et al., 2019). The increase in the number of visitors to TMII Freshwater World rides every year has increased this is determined by several factors, namely: (1) visitors are comfortable with the services provided by officers, (2) visitors are comfortable with the suitability of the information provided, and (3) visitors are also comfortable with the knowledge of tourist attractions delivered by

officers. This proves that the quality of service is a major factor in the increase in the number of visits. (Susanto, 2021).

TMII Freshwater World Rides in an effort to increase the number of visitors still trying to increase the attraction of tourist attractions through: (1) attractions presented to attract visitors, (2) all attractions in the rides are given information about freshwater fish biodata, and (3) TMII Freshwater World rides strive for visitors to provide recommendations to other visitors, this is intended as an effort to maintain consumer or customer loyalty. (Aryani & Rosinta, 2011). Improving the quality of services provided by TMII Freshwater World rides, has a positive impact on visitor satisfaction, this is given in the form of facilities and infrastructure that have been determined by the company such as directions, toilets, extensive car parking and jamah ponds where users can hold fish freely. (Way et al., 2016).

CONSLUSION

Efforts to increase visitors carried out by TMII Freshwater World rides, are weighed down by the determination of service strategies. Service strategy is also inseparable from the role of competent human resources in this case the quality of employees who have a high understanding of the business of tourist attractions, especially fresh water. The quality possessed by the employee consists of (1) employee attitude, (2) employee appearance, and (3) employee responsibility. The quality of employees proves that it can increase the number of visitors because visitors do not hesitate about the ability of employees as an effort to improve the quality of service, attractiveness and visitor satisfaction. However, the increase in the number of visitors is not only influenced by the quality factor of service but also must be supported by good infrastructure facilities. Tourist attractions such as TMII Freshwater World rides are public attractions which means to keep their existence comfortable, it takes the participation of visitors and visitor awareness of this tourist attraction, such as maintaining cleanliness. (Susanto & Kramadibrata, 2020).

RECOMMENDATIONS

Based on the results of research conducted by the author and based on the results of strong interpretations, the author suggests further improving his service strategy such as providing better service to visitors. Judging from the hypothesis that the influence of service strategies on increasing the number of visitors, the author suggests increasing the renewal of facilities and infrastructure supporting the convenience of visitors such as the provision of ATM Centers, credit payment machines, and online ticketing systems. From the results of the

study found the contribution of the influence of service strategies by 60%, while 40% was determined from other factors or circumstances. The author suggested that the World Management of Freshwater Taman Mini Indonesia Indah further explore other factors such as updating both the delivery of service information and publications about tourist attractions presented to visitors.

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