

ABSTRACT

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THE EFFECT OF THE SUPPORTING PRODUCT OF THEME PARK FEATURES TOWARDS CUSTOMER SATISFACTION AT WONDERS WATER WORLD CBD POLONIA MEDAN

(XCIV+94 pages; 4 figures; 34 tables; 12 appendixes)

In Indonesia, there are a lot of recreation centers which are not only amusement parks but also water parks. Medan as a top three biggest cities in Indonesia has several water parks to choose and Wonders Water World CBD Polonia is claimed as the largest water park in Medan. Based on the observation, the writer found out that customers of the water park mostly commented about the facilities and the physical environment. Therefore, the writer is interested to conduct a research with the title "The Effect of the Supporting Product of Theme Park Features towards Customer Satisfaction at Wonders Water World CBD Polonia Medan". This research aims to identify if theme park features affect customer satisfaction. This research will be conducted by using quantitative research approach with the specifications are descriptive research and causal-comparative research. The hypothesis result of this research is Ha which is: "Supporting product of theme park features has an effect towards customer satisfaction" is accepted. It can be concluded that the theme park features have an affect towards customer satisfaction less than 50% (47.7%). This means other variables have stronger effect towards customer satisfaction at Wonders Water World, which need to be found out by the management of Wonders Water World.

Keywords: Theme Park Features, Customer Satisfaction, Water parks, Wonders Water World, Medan, Indonesia

References: 26 (2015-2020)

ABSTRAK

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EFEK DARI PRODUK PENDUKUNG DARI FITUR TAMAN HIBURAN TERHADAP KEPUASAN PELANGGAN DI WONDERS WATER WORLD CBD

POLONIA MEDAN

(XCIV+94 halaman; 4 figur; 34 tabel; 12 lampiran)

Di Indonesia, terdapat banyak pusat rekreasi bukan hanya taman hiburan tetapi juga taman air. Medan sebagai kota terbesar ketiga di Indonesia, memiliki beberapa taman air untuk dikunjungi dan Wonders Water World CBD Polonia diklaim sebagai taman air terbesar di Medan. Berdasarkan dari observasi, penulis menemukan bahwa pengunjung dari taman air lebih banyak berkomentar tentang fasilitas dan lingkungan sekitar. Maka dari itu, penulis tertarik untuk melakukan penelitian dengan judul “Efek dari Produk Pendukung dari Fitur Taman Hiburan Terhadap Kepuasan Pelanggan di Wonders Water World CBD Polonia Medan”. Penelitian ini bertujuan untuk mengidentifikasi apakah fitur taman hiburan mempengaruhi kepuasan pelanggan. Penelitian ini akan menggunakan pendekatan penelitian kuantitatif dengan spesifikasi penelitian deskriptif dan penelitian komparatif kausal. Hasil hipotesis dari penelitian ini adalah Ha dimana “produk pendukung dari fitur taman hiburan memiliki pengaruh terhadap kepuasan pelanggan” diterima. Ini bisa dikonklusikan bahwa fiture taman hiburan memiliki pengaruh terhadap kepuasan pelanggan dibawah 50% (47.7%). Ini menunjukkan bahwa variabel lain memiliki efek yang kuat terhadap kepuasaan pelanggan di Wonders Water World dan perlu dicari tahu oleh manajemen dari Wonders Water World.

Kata Kunci: Fitur Taman Hiburan, Kepuasan Pelanggan, Taman Air, Wonders Water World, Medan, Indonesia

Referensi: 26 (2015-2020)