

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Nowadays, tourism is effectively increasing, not only in accommodation and infrastructure sectors but also in recreation sector which is more attractive than other sectors because people need a place to spend their time and to relieve stress from work and study.

Theme park or waterpark is a part of the greatest attraction industry. Theme park are large, mostly outdoor, entertainment enterprises that trace their origins back to 19th century pleasure gardens that, over time, converted to amusement park with a mix of entertainment including rides, shows, games, and food and beverage offerings. Theme park faces stiff competition in local and international markets (Heo, 2009).

Besides attractive theme park, facilities also have an important role. Moutinho (1998) found that enjoyable facilities are the crucial factors of visitors to selecting theme park since that many of the visitors are mostly from family group with kids. Spacious, equipped and sufficient nursery room as well as child care service is always welcome by the visitors.

A satisfied customer is a key success factor to make customers have a desire to make repeat purchase (Mittal & Kamakura, 2001). Theme parks' managements

should introduce multiple experiential plans to increase their theme park attractions for visitors. They should not only maintain activities that provide experiential offered. (Lin et al, 2009). Facilities, services, psychological needs, attractions and visitors' previous experiences will lead to revisit intention (Su & Shih 2009 in the effect of experience quality on behavioral intentions of domestic tourists in visiting water parks, 2019).

In Indonesia itself, there is lot of theme parks that can be a place to spend holiday. Wonders Water World is one of Water Park that is located at *Jalan Padang Golf CBD Polonia Medan*. Wonders Water World is an international-scaled water park which is claimed as the largest water park in Medan. They provide world class adrenaline rush water rides such as Mach 5, consists of Topsy Turvy, Bullet Bowl, Tunnel Twister, Super Loop and Pipe Line. For those who are phobia of height, they provide water facilities such as Lazy River (*Kolam Arus*), Wave Pool (*Kolam Ombak*), Swimming Pool (*Kolam Renang*), and Kids Zone (*Arena Permainan Anak*).

The waterpark was opened in July 2013; with the maximum capacity of 3.000-4.000 people. The writer has done an interview with one of the marketing staff, Mr Jhonny, and the writer has prepared information of total visitors of Wonders Water World per month in 2019.

Below table are the total visitors of Wonders Water World per month in 2019:

**Table 1.1 Total visitors of Wonders Water World in 2019**

<b>Months</b>	<b>Total Visitors</b>
January	9693
February	2910
March	3777
April	9087
May	3692
June	19927
July	6641
August	3836
September	4132
October	3933
November	5393
December	11192

Prepared by: Writer (2020)

From the table data above, it can be seen that they have increasing visitors when school holiday and most of large company will do gathering on certain month.

Based on the writer experience, the waterpark has very nice rides, a perfect place to gather and have some fun but the management must also take a look at facilities such as toilets, locker, and lounge that need some maintenance. Some of toilets door and locker could not be locked, the lounge was not very clean and there were no souvenir shop which the writer would love to buy some souvenirs. Based on writer's friend, he said that when he visited the theme park, there were no other people just them and only 3 out of 5 rides available to play and also need additional money for renting equipment. According to visitors feedback on internet, they commented about they were waiting for the shows and activities such as foam bath or bubble bath that the management offered, but there were no shows and activities on

that time and the visitors were not allowed to bring any heavy food inside the waterpark and this result in dissatisfaction.

Based on the writer's friend experience and visitors' feedback on internet, the writer decides to do 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”**.

### **1.2 Problem Limitation**

This research is limited to supporting (tangible) product of the theme park and also the customers of Wonders Water World during second week of March. The supporting product of the theme park which includes: rides; activities; shows; catering outlets; souvenir shops and clean, pleasant and safe environment.

### **1.3 Problem Formulation**

Analyzing how the effect of supporting product of theme park features towards customer satisfaction in CBD Wonders Water Park in Medan is the intention of the research. Therefore, this research attempts to answer the following question: “Does supporting product of theme park features affect customer satisfaction?”

### **1.4 Objective of the Research**

The objective of this research is: to identify if supporting product of theme park features affects customer satisfaction.

## **1.5 Benefits of the Research**

Based on the problem and objective of this research, these can be separated into two kinds of benefits, which are:

### **1.5.1 Theoretical Benefit**

The theoretical benefit is:

1. To help the writer to understand about how theme park features affect customer satisfaction in Wonders Water World.
2. To give reference to readers before visiting the waterpark.
3. For education purpose and as a future reference for other researchers in doing research related to this topic.

### **1.5.2 Practical Benefit**

The practical benefit is:

1. To give recommendation to the theme park management on how to improve the theme park features.
2. To give recommendation to the theme park management on how to improve customer satisfaction.