

## **ABSTRACT**

**TIFFANY PRISCILLIA  
03013180133**

### **THE INFLUENCE OF ATTRACTION AND AMUSEMENT FACILITIES, HOTEL AND RESTAURANT SERVICES, COST OF VISIT, SAFETY AND SECURITY, HYGIENIC ENVIRONMENT, ADMINISTRATION AND SUPPORT SERVICE ON CUSTOMER SATISFACTION AT MIKIE FUNLAND BRASTAGI**

(xviii+100 pages; 7 figures; 54 tables; 19 appendices)

Based on preliminary study, Mikie Funland has received negative reviews that reflect dissatisfaction. The purpose of this study was to examine the effect of attraction and amusement facilities, hotel and restaurant services, cost of visit, safety and security, hygienic environment, administration and support service on customer satisfaction at Mikie Funland.

Attraction and amusement facilities, hotel and restaurant services, cost of visit, safety and security, hygienic environment, administration and support service is highly connected with customer satisfaction and company profitability.

Quantitative design with descriptive and causal approaches were used to analyze a sample of 125 customers. Respondents are customers of Mikie Funland taken using non-probability sampling or specifically accidental sampling technique.

The instrument used in this research is questionnaire that passed both validity and reliability tests. The tested data also passed the normality, multicollinearity, and heteroscedasticity test. The hypothesis tests and coefficient of determination shows that all the independent variables affect the dependent variable, either partially or simultaneously.

Based on the findings, the recommendations proposed are they should add more facilities, increase food options, offer free gift with minimum spend, add security staffs, plant more trees, train their staffs, and increase more events.

**Keywords: Attraction and Amusement Facilities, Hotel and Restaurant Services, Cost of Visit, Safety and Security, Hygienic Environment, Administration and Support Service, Customer Satisfaction**

References: 35 (2016-2021)

## ABSTRAK

TIFFANY PRISCILLIA  
03013180133

**PENGARUH ATRAKSI DAN FASILITAS HIBURAN, JASA HOTEL DAN RESTORAN, BIAYA KUNJUNGAN, KESELAMATAN DAN PELAYANAN KEAMANAN, LINGKUNGAN HIGIENIS, ADMINISTRASIDAN DUKUNGAN TERHADAP KEPUASAN PELANGGAN PADA MIKIE FUNLAND BRASTAGI**

(xviii+100 halaman; 7 figur; 54 tabel; 19 lampiran)

*Berdasarkan studi pendahuluan, Mikie Funland telah menerima ulasan negatif yang mencerminkan ketidakpuasan. Tujuan dari penelitian ini adalah untuk menguji pengaruh atraksi dan fasilitas hiburan, layanan hotel dan restoran, biaya kunjungan, keselamatan dan keamanan, kebersihan lingkungan, administrasi dan layanan pendukung terhadap kepuasan pelanggan.*

*Fasilitas atraksi dan hiburan, layanan hotel dan restoran, biaya kunjungan, keselamatan dan keamanan, lingkungan yang higienis, administrasi dan layanan pendukung sangat terkait dengan kepuasan pelanggan dan profitabilitas perusahaan.*

*Desain kuantitatif dengan pendekatan Deskriptif dan kausal digunakan untuk menganalisis sampel sebanyak 125 pelanggan. Respondennya adalah pelanggan Mikie Funland yang diambil dengan teknik non-probability sampling atau khususnya teknik accidental sampling.*

*Instrumen yang digunakan dalam penelitian ini adalah angket yang lolos uji validitas dan reliabilitas. Data yang diuji juga lolos uji normalitas, multikolinearitas, dan heteroskedastisitas. Hasil uji hipotesis dan koefisien determinasi menunjukkan bahwa semua variabel independen mempengaruhi variabel dependen, baik secara parsial maupun simultan.*

*Berdasarkan temuan, rekomendasi yang diusulkan adalah mereka harus menambah fasilitas, menambah pilihan makanan, menawarkan hadiah gratis dengan pengeluaran minimum, menambah staf keamanan, menanam lebih banyak pohon, melatih staf mereka, dan meningkatkan lebih banyak acara.*

***Kata Kunci : Fasilitas Atraksi dan Hiburan, Pelayanan Hotel dan Restoran, Biaya Kunjungan, Keselamatan dan Keamanan, Lingkungan Higienis, Administrasi dan Pelayanan Penunjang, Kepuasan Pelanggan***

*Referensi: 35 (2016-2021)*