The Effect of Ticket Prices on Visitor Satisfaction at the Kinantan Cultural and Wildlife Park Tourism Object, Bukittinggi City

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Abstract

This research is based on the findings of problems such as visitor dissatisfaction because many animal cages are empty, ticket prices are relatively expensive and counter service is not optimal. This study uses a quantitative method with a causal associative approach. The population is visitors to the Kinantan Cultural and Wildlife Park of Bukittinggi City (TMSBK) in 2020. The sample of this study was 100 participants using purposive sampling. Research data in the form of main data and additional data. The research instrument used was a questionnaire arranged according to the Likert scale which had been tested for validity and reliability. Based on the results of hypothesis testing, it was found that R square was worth 0.175, which could mean that the impact of the ticket price variable on the visitor satisfaction variable was 17.5% and 82.5% was determined by other factors. Furthermore, the calculated F value is 20,739 with a significance of 0.000 <0.05, thus it is concluded that the ticket price variable has a significant effect on the visitor satisfaction variable. The t-value is 4.554 with a significance of 0.000 <0.05 for the price variable. The linear regression coefficient is 0.547 with a significance value of 0.000 < 0.05. It can be interpreted that every additional 1 ticket price measure will add 0.547 visitor satisfaction.

Keywords: Ticket Prices, Visitor Satisfaction

INTRODUCTION

The tourism sector in Indonesia is experiencing good progress. This is reinforced by Presidential Regulation Number 93 of 2017 Article 3 which contains ten priority tourist destinations. The implementation of the policy aims to equalize tourist visits to areas in Indonesia. In addition to equal distribution of tourist visits, this policy also has an impact on increasing visits to tourist objects. Bukittinggi is a tourist city in West Sumatra. The city of Bukittinggi is intensively making improvements to tourism objects to increase the level of visits as the implementation of regulations on priority tourist objects. One of the attractions currently undergoing repairs is the Bukittinggi City TMSBK. TMSBK is a place for maintaining flora and fauna with a man-made environment intended as a place for recreation, research, educational facilities, and a place for the conservation of endangered flora and fauna. Kinantan Cultural and Wildlife Park is located above Bukik Cubadak Bungkuak, Bukittinggi City, West Sumatra. TMSBK has several traditional and cultural heritages such as the Nan Baanjuang Gadang House and Puti Bungsu Park, fish aquarium, Zoological Museum, Kinantan Bird Park (aviary), reptile zone, and De Kock fort. Fort de Kock and TMSBK are connected by the Limpapeh Bridge. There are many historical and cultural heritages in TMSBK because TMSBK was founded in 1929 during the colonial period.

The realization of the word satisfied by the visitors as long as the process of conveying from the facilitator to the visitors leads to the things being implemented. Visitor satisfaction is the phase of one's feelings after matching perceptions of the results of a service and its goals [1]. There are five indicators used to measure visitor satisfaction, namely the achievement of visitor expectations, fulfillment of needs, achievement of desires, desire to visit again, and desire to recommend to others [2]. In addition to the fulfillment of the above indicators to achieve visitor satisfaction, there are determinants of visitor satisfaction including price, product quality, service, emotion, and cost. The problem found related to visitor dissatisfaction at TMSBK was that the expectations, desires and needs of visitors for recreation at TMSBK were not met for various reasons. In addition to fulfilling visitor satisfaction indicators, TMSBK needs to meet satisfaction factors. One of the factors of visitor satisfaction is the ticket price. Visitors will be satisfied if the price paid exceeds what is expected when visiting. The amount of money spent for a service that is substituted by customers for value is called price.

Ticket prices play an important role in determining visitor satisfaction. Price is the sacrifice of a certain amount of money to obtain a combination of several goods and services. Price can determine the value of a product or service by spending a certain amount of money. Money is used as a medium of exchange for goods or services obtained by someone [4]. If a tourist attraction can meet aspects of price such as affordability, competitiveness, price compatibility with products, and benefits, then it is certain that visitors will want to return to these tourist attractions. So the efforts that must be made by the manager of the Kinantan Wildlife and Culture Park make improvements by applying visitor satisfaction indicators, namely the fulfillment of expectations, the fulfillment of desires, the fulfillment of needs, and the fulfillment of the desire to use the product, the desire to recommend, as well as constructive ideas to make a Park Tourism Object. Kinantan's Wildlife and Culture is even better.

Based on the results of a google form review, several problems were encountered, such as relatively expensive ticket prices, visitors were dissatisfied with the number of empty animal cages while the ticket prices were expensive, visitors' expectations for recreation were not met because the Kinantan Wildlife and Cultural Park Tourism Object were undergoing renovations, several cages and cultural tourism objects were closed, visitors were dissatisfied with the services provided by the counter staff because the counter staff was not friendly when serving visitors, visitors did not recommend the Kinantan Cultural and Wildlife Park Tourism Object, visitors complained that ticket prices were too expensive, visitors compared prices TMSBK tickets with cheaper and complete animal collections.

METHODOLOGY

This research is quantitative research with a causal associative approach. The causal associative approach is a research problem formula that asks the relationship between two or more variables that have the nature of cause and effect [5]. This study uses a survey method in the form of research questionnaires which are distributed to the sample to be filled out. The technique in determining the number of samples in this study uses a non-probability sampling method [5]. The number of participants obtained is 100 for the total respondents who are recognized as representing the population because the number of samples is more than the minimum limit of 30 participants. Collecting data using a questionnaire in the form of a questionnaire using five answer choices, through validity and reliability tests, assisted by using SPSS 20.00, in determining the magnitude of the influence between variables.

RESULT AND DISCUSSION

Results

Based on the test of the ticket price variable, in the form of a questionnaire compiled with affirmations that have passed the validity and reliability tests which are then distributed to 100 participants for answers. The number of questions given is twelve items which are filled out by a number of respondents. Furthermore, the results obtained from the research in terms of ticket prices at TMSBK Bukittinggi City are as follows:

Table 1. Variable data ticket price

Classification	Range	f	%
Very good	≥ 48	12	12
Good	**40 - < 48**	**51**	**51**
Enough good	$32 < 40$	37	37
Bad	$24 - <32$	0	0
Very bad	< 24	0	0
total		100	100

Based on the table above, it can be explained that from 100 respondents for the ticket price variable (X) it can be classified into:12% stating very good, 51% stating good, 37% stating enough, 0% stating bad, and 0% stating very bad. Then the test results on the variable (Y) visitor satisfaction, with a questionnaire containing seventeen statements whose validity has been tested which are then filled out by 100 respondents. Then the following results are obtained:

Table 2. Variable data of customer sastifcation

Classification	Range	f	%
Very good	≥ 68	17	17
Good	**56,67 - < 68**	**69**	**69**
Enough good	$45,34 - <56,67$	14	14
Bad	$34 - <45,34$	0	0
Very bad	<34	0	0
total		100	100

Based on the table above, it can be explained that from 100 respondents for the visitor satisfaction variable (Y) it can be classified into 17% stated very good, 69% said good, 14% said enough, 0% said bad and 0% said very bad.

Then test the requirements for ticket price analysis (X) on visitor satisfaction (Y), then the following results are obtained:

1. The results of the normality test can be stated that the level of significance for ticket prices is 0.120 and visitor satisfaction is 0.758 where the significance level is more than 0.05. So that it can be stated that the two variables are normally divided.

2. The results of the homogeneity test found that the significance level was 0.145 with a significance level of 0.05. it means that the significant value of the data is higher than the significant level. then it can be concluded that the data comes from a population that has the same variance.
3. The results of the linearity test showed a significant value of 0.297 where the value indicated >0.05, then it could be concluded that a significant linear relationship was found between ticket prices and visitor satisfaction.

Table 3. Significance

ANOVA

Model		Sum of squares	Df	mean square	f	sig.
1	regression	556,371	1	556,371	20,739	,000[b]
	residual	2629,069	98	26,827		
	total	3185,440	99			

Based on the table above, it is obtained that F is worth 20,739 with a meaning level of 0.000 <0.05, it can be interpreted that the ticket price variable has a contribution to the satisfaction variable, then Ho is rejected.

Table 4. Coefficient Regression

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	37,937	5,126		7,401	,000
	harga tiket	,547	,120	,418	4,554	,000

Based on the results of the SPSS version 20.00 above, the t-value of 4.554 with a significance level of 0.000 <0.05 means that the X variable explains the Y variable significantly.

Table 5. R *Square*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,418[a]	,175	,166	5,180

Based on the table above, it can be seen that R square is 0.175, meaning that the share of X variable to Y is 0.175 (17.5%) and 82.5% other effects.

DISCUSSION

1. Ticket prices

According to the assessment of 100 respondents, the ticket price variable is grouped in the good category with 51%. The ticket price is the amount of money spent to buy mandatory documents as proof of payment that visitors have to enter the tourist attraction. The ticket price is a sacrifice with some money to get a combination of several goods and services. Price can determine the value of a product or service by spending a certain amount of money [6]. Then the results of the elaboration of the indicator data can be categorized as follows: 1) price affordability with the highest score in the fairly good category with a value of 38%, 2) price competitiveness with the highest score in the good category with a value of 54%, 3) price suitability with product quality with a value of 54%. the highest in the good category with a value of 58%.

4) suitability of price with benefits with the highest score in the very good category with a value of 50%. So it can be concluded that the ticket price for the Kinantan Wildlife and Culture Park is good, but in terms of affordability, the ticket price is still quite good. This study is also in line with other opinions which state that price is an important element in providing an overview of the tourist attraction [7]. Based on the explanation above, the ticket price variables in TMSBK are grouped well, although from the affordability indicator the price is still categorized as quite good, it is hoped that the results of this study can provide representation and input for the Kinantan Wildlife and Culture Park, Bukittinggi City to reconsider the prevailing ticket prices.

2. Visitor Satisfaction

Based on the results of the study, 100 samples for the variable satisfaction of the end were grouped well, with a value of 69%. The phase of one's feelings after matching the perception with what is obtained on the results of a service or product is also called visitor satisfaction. Visitor satisfaction as an image or image to the community, the more positive the image given, the more profit for the manager of the tourist attraction [8]. Then the results of the description of the indicator data can be described as follows: 1) the achievement of expectations with the highest score on the classification is quite good with a percentage value of 40%. 2) the fulfillment of the needs with the highest score in the fairly good classification with a percentage value of 40%, 3) the achievement of the desires with the highest score in the very good classification with a percentage value of 42%. 4) the desire to visit again with the highest score in the good classification with a percentage value of 49%. 5) the desire to recommend to others with the highest score on the good classification with a percentage value of 55%.

Based on the categorization of scores and the average score on the statistics, the results of visitor satisfaction data at TMSBK are overall categorized as good, it is hoped that this research can provide an overview or input for the Kinantan Wildlife and Culture Park in Bukittinggi City to maintain and increase visitor satisfaction that has been achieved. be very good. 3. The Effect of Ticket Prices on Visitor Satisfaction at TMSBK Bukittinggi City. Based on the assumption test used to understand the level of contribution between ticket prices and satisfaction at TMSBK, the regression coefficient results are 0.547 with a significance value of 0.000 <0.05, meaning that if one additional measure of ticket price adds 0.547 or half of visitor satisfaction at TMSBK. The significance value obtained is an f value of 20.739 with a significance level of 0.000 <0.05, meaning that the x variable to the y variable is significant. Then the ticket price variable affects the visitor satisfaction variable. Furthermore, it was obtained R square worth 0.175, meaning that the contribution of the ticket price variable to the visitor satisfaction variable was worth 0.175 (17.5%) and 82.5% impressions of other effects.

Other relevant research explains that ticket prices have a positive impact and increase visitor satisfaction [9]. Other relevant research states that price affects visitor satisfaction [10]. The results of this study have a significant contribution effect between ticket prices on visitor satisfaction at TSBK. Based on the results of the research above, it can be concluded that ticket prices can increase half of the visitor satisfaction at TMSBK.

CONCLUSION

1. Ticket prices on TMSBK stated that in general, they were in a good category, with a percentage value of 51%, although there were a quarter of respondents who stated that they were quite good with a value of 37%.

2. Visitor satisfaction at TMSBK stated that in general it was included in the good category, with a percentage value of 69%, although there were a quarter of respondents who stated that it was quite good with a score of 14%.

3. Found a significant impact between ticket prices and visitor satisfaction at TMSBK with a regression coefficient value of 0.547 with a significance value of 0.00.

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