

The Effect of Tangible, Reliability, Responsiveness, Assurance and Empathy on Tourist Satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* After The Implementation of The Covid-19 Vaccination

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Abstract

This study aims to determine the tangible, reliability, responsiveness, assurance, and empathy for tourist satisfaction. The descriptive quantitative method uses a multiple linear regression analysis with the SPSS Program. The population in this study is the number of visitors in November and December 2021, with 545,312 people. The sample size used the Slovin formula with the results of 100 respondents. The sampling technique used is accidental sampling. The results showed that only the reliability variable partially had no significant effect on tourist satisfaction. *Dunia Fantasi Taman Impian Jaya Ancol* needs the implementation of strict health protocols, the availability of various interpretation boards, and regular maintenance of the cleanliness of tourist attractions to improve their performance in providing services to tourists. Continuous improvement in managing the execution of *Dunia Fantasi Taman Impian Jaya Ancol* will increase the positive image of tourist destinations, which is a long time will form tourist satisfaction.

Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy, Tourist Satisfaction

A. Introduction

The Covid-19 pandemic that hit Indonesia in 2020 until now has made the Indonesian Government carry out various handling efforts. One of the efforts made is to organize a mass vaccination program for the entire community for free; this is by Permenkes No. 10 of 2021 concerning the Implementation of

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Vaccination. In the Context of Combating the Corona Virus Disease 19 Pandemic, President Joko Widodo and several community leaders were the first to receive the injection, which was held at the State Palace on January 13, 2021 (Muhyidin & Nugroho, 2021).

The Covid-19 Vaccination Program continues to be carried out, and in August 2021, the Government succeeded in carrying out 100 million injections of vaccine doses with national coverage; this makes the Ministry of Tourism and Creative Economy launch a breakthrough to conduct a trial opening of 20 Tourism Destinations in Indonesia (Toharudin et al., 2021). On September 14, 2021, Taman Impian Jaya Ancol Park was one of the tourist destinations selected as a trial destination after the success and achievement of vaccination targets. Taman Impian Jaya Ancol Park is a tourist area located in North Jakarta, with various tourist attractions that tourists can enjoy, one of which is *Dunia Fantasi Taman Impian Jaya Ancol*, a tourist attraction consisting of 36 playgrounds and many activities to do. Taman Impian Jaya Ancol experienced a decrease in the number of visitors due to the impact of the Covid-19 Pandemic and restrictions on community activities due to policies made by the Government. This made visitors decrease by 85%, with losses reaching Rp. One hundred forty-six billion (Marketbisnis.com); of course, this loss affects the management required to innovate and adapt during the current pandemic.

The manager of the *Dunia Fantasi Taman Impian Jaya Ancol* must make a breakthrough and adaptation during the current pandemic, let alone become one of the tourist destinations that is a test site for opening. During the pandemic, the development of service quality (tangibles, reliability, responsiveness, assurance, and empathy) become an essential dimension in the adaptation that must be done to support tourism activities and provide a sense of security and Satisfaction for tourists who will visit. Of course, every tourist who visits has a perception of the management before and after the Covid-19 pandemic.

In this study, the researcher formulated the problem with the following objectives: In this study, the researchers formulated the problem with the following objectives: (1) To determine the tangible effect on tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of the Covid-19 Vaccination; (2) To determine the effect of reliability on tourist satisfaction in the Fantasy World of Taman Impian Jaya Ancol after the implementation of the Covid-19 Vaccination; (3) To determine the effect of responsiveness on tourist satisfaction at Fantasy World of Taman Impian Jaya Ancol after the implementation of the Covid-19 Vaccination; (4) To determine the effect of assurance on tourist satisfaction at *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of the Covid-19 Vaccination; (5) To determine the effect of empathy on tourist satisfaction in the Fantasy World of Taman Impian Jaya Ancol

after the implementation of the Covid-19 Vaccination; (6) To determine the effect of tangible, reliability, responsiveness, assurance and empathy simultaneously on tourist satisfaction in the Fantasy World of Taman Impian Jaya Ancol after the implementation of the Covid-19 Vaccination.

B. Literature Review

Tourist Attraction Management

Management is controlling or organizing various resources to achieve goals. It can be said that management is a series of coordination activities that include organizing, planning, developing, directing, controlling, and making decisions to achieve a goal. The company's desired goals (Sumadi & Ma'ruf, 2020). Tourist attractions are everything that has unique Satisfaction and value in the form of natural, cultural, and artificial diversity targeted or visited by tourists. Based on this understanding, it can be developed that a tourist attraction must have principles (Ram et al., 2016): (1) There is something to see, which means that a tourist attraction must have something interesting to see; (2) There is something to buy, meaning that a tourist attraction must have something interesting to buy; (3) There is something to do, meaning that a tourist attraction must have something to do in that place.

In management, there is a component of development that can be done to achieve a goal. The development of tourist attractions is an important component in management to attract tourists. Buhalis in Ahyak (2018) explains that tourism development has six components of tourism development, namely attraction, amenities, accommodation, activity, accessibilities, and ancillary, with the following definitions: (1) Attraction, this is anything that can attract tourists to visit a tourist attraction. Attractions can be characterized as the physical form of the destination; (2) Amenities are various supporting facilities needed by tourists in a design. The usual facilities are characterized as providing food and beverage tenant facilities, toilets, clinics, or security offices; (3) Accommodation, it is a place to stay within the scope of a tourist destination, a place to stay is usually characterized as a hotel, guesthouse, homestay; (4) Activity, it is related to the activities carried out at the destination and provides experiences for tourists; (5) Accessibility, this is related to the facilities and infrastructure needed by tourists to get to tourist destinations; (6) Ancillary, it is a component of support provided by organizations, local governments, or tourism destination management groups.

Tourist Perception

Tourist perception of a tourist attraction is important to study to be able to provide information for managers in the development of tourist objects and

attractions, and this explains that tourist perception is a person's process of determining, organizing, and sharing information in order to create a management evaluation picture (Ishak, 2021).

A perception can produce a value that can be used as a benchmark for implementing management and can assess how the level of Satisfaction or consumer satisfaction in using a product (Ali et al., 2015). A person's feeling of pleasure or disappointment arises from comparing the product's perceived performance to their expectations, and it can be concluded that the expectations and expectations felt by tourists can be shaped by several factors such as visiting experiences, friends' opinions, and information explained by the manager (Aimee, 2019). There are five driving factors related to the level of tourist satisfaction, namely (Yudhistira, 2019): (1) Product; this factor explains that tourists will feel satisfied if the results of their evaluation show that the product they feel is of quality and my expectations; (2) Quality of Service, this factor explains that tourists will feel satisfied if they get the appropriate service that is expected, especially for services related to information; (3) Emotional, this factor explains that tourists will feel satisfied when they feel proud and gain confidence that other people are amazed by what they feel during their visit; (4) Price, this factor explains that tourists will feel satisfied if they feel that the price offered is relatively by what is offered and provides more value to tourists; (5) Cost, this factor explains that tourists will feel satisfied if tourists do not need to incur additional costs or do not need to waste time to get the product.

Based on this theory, service quality is one of the dimensions to measure how the level of tourist satisfaction can occur. Service quality has 5 (five) dimensions that can be felt by tourists, namely (Sakti et al., 2021): (1) Tangible evidence is the ability to show its existence to external parties. What is meant is the appearance and ability of physical facilities and infrastructure, and the condition of the surrounding environment, which is tangible evidence of the services provided; (2) Reliability is the ability to provide services as promised accurately and reliably; (3) Responsiveness is a willingness to help provide fast and appropriate services to the community by conveying clear information; (4) Assurance is a certainty that is given to foster trust in tourists, consisting of components of communication, credibility, security, competence, and courtesy; (5) Attention (Empathy) is an individual or personal attention given to tourists.

C. Research Methodology

This research was carried out in November, and December 2021 at the *Dunia Fantasi, Taman Impian Jaya Ancol*, North Jakarta. The location selection was based on the *Dunia Fantasi Taman Impian Jaya Ancol*, which is one of the tourist destinations that became a test site for the opening conducted by the Ministry of

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Tourism and Creative Economy for the stimulus for the Covid-19 vaccination program. The research was conducted using data obtained by conducting interviews with the manager or management of the Taman Impian Jaya Ancol. Direct observation and distributing questionnaires to visiting tourists. The research conducted is descriptive quantitative.

The sampling technique used is accidental sampling based on chance, that is, every respondent who coincidentally meets the researcher. The data obtained is based on the accumulated average number of visitors in November and December 2021, with 545,312 tourists. The sample size was determined in this study using the Slovin formula by requiring 100 respondents with an error rate of 10%, with the formula as follows:

$$n = 545.312 / 1 + 545.312(0.1)^2$$

$$n = 545.312 / 1 + 5453.12$$

$$n = 545.312 / 5454.12$$

$$n = 99.98 \text{ rounded up to } 100$$

D. Result

Table 1. Tourist Characteristic

		Frequency	Percent
Tourist Origin	Jabodetabek	64	64%
	Outside Jabodetabek	36	36%
	Total	100	100%
Age	0-15 years old	18	18%
	16-30 years old	74	74%
	31-45 years old	8	8%
	> 45 years old	0	0%
	Total	100	100%
Gender	Male	38	38%
	Female	62	62%
	Total	100	100%
Income Level	0-1.000.000	0	0%
	1.000.000-2.000.000	4	4%
	2.000.000-3.000.000	23	23%
	> 3.000.000	73	73%
	Total	100	100%
Resources	Friends/Family	28	28%
	Print	2	2%
	Electric	16	16%
	Cyber	54	54%
	Total	100	100%

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		Frequency	Percent
Travel Companion	Friends/Family	68	68%
	Company	8	8%
	Spouse	6	6%
	Travel	18	18%
	Total	100	100%
Visit Motivation	Physical	22	22%
	Culture	2	2%
	Social	46	46%
	Fantasy	30	30%
	Total	100	100%
Travel Pattern	Private	54	54%
	Public	20	20%
	Online	8	8%
	Travel Agency	18	18%
	Total	100	100%

Source: Data Processing (2022)

Based on tourist origin, tourists visiting the *Dunia Fantasi Taman Impian Jaya Ancol*. The majority came from Jakarta, Bogor, Depok, Tangerang, and Bekasi, with a percentage of 64%; this shows that many tourists use their spare time to travel to destinations nearby tours according to their needs or expectations. Based on age, the majority of tourists who visit have an age range of 16-30 years with a percentage of 74%, and this shows that the market segment targeted by the manager is right on target. This is also in line with the number of tourist attractions with a tourist height requirement to feel it. Besides that, it also has a relatively high level of adrenaline.

Based on gender, female tourists dominate visits with 62%. This is in line with the appearance of the *Dunia Fantasi Taman Impian Jaya Ancol* area, which is very suitable for the female gender who likes to look beautiful, attractive, and instagramable. Based on income level, tourists who visit the *Dunia Fantasi Taman Impian Jaya Ancol* have an income level of more than Rp. 3,000,000 with a percentage of 73% shows that the market segment is right on target where ticket prices and expenses incurred in visiting are relatively large, where ticket prices range from Rp. 170,000 - Rp. 400,000 and tourists usually spend Rp. 50,000-Rp. One hundred thousand to buy existing food or drinks. In addition, if tourists use private vehicles, an entrance ticket to *Taman Impian Jaya Ancol* is Rp. 25,000-Rp. 100,000.

Based on resources, tourists who visit get sources of information from cyber media with a percentage of 54%. This shows that the manager of *Dunia*

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Fantasi Taman Impian Jaya Ancol has succeeded in delivering information on the cyber press. This is also supported by much exciting content on social media pages. Besides that, the manager also collaborates with several influencers to do promotions. Based on travel companions, the majority of tourists visit with friends/family as travel companions to the *Dunia Fantasi Taman Impian Jaya Ancol* with a percentage of 68%, and this shows that tourists who visit are more Satisfactionable with friends/family, this is supported by the atmosphere in *Dunia Fantasi Taman Impian Jaya Ancol* is very Satisfactionable for families and very Satisfactionable to take photos together, besides that many tourist attractions are fascinating to do together.

Based on visit motivation, tourists have a reason to visit based on social cause with 46%. This shows that tourists who visit aim to release fatigue in daily activities. Course this is beneficial for tourists who have busy work. Based on travel patterns, most tourists choose to visit using private vehicles with a percentage of 54%, which shows that personal cars are efficient to use in seeing the *Dunia Fantasi Taman Impian Jaya Ancol*. Tourists do this to save travel time and travel costs.

Table 2. Validity Test

Variable	Item	r-count	r-table
Tangible	X1.1	0.574	0.195
	X1.2	0.645	0.195
	X1.3	0.782	0.195
	X1.4	0.719	0.195
	X1.5	0.688	0.195
	X1.6	0.675	0.195
Reliability	X2.1	0.802	0.195
	X2.2	0.806	0.195
	X2.3	0.798	0.195
	X2.4	0.801	0.195
Responsiveness	X3.1	0.816	0.195
	X3.2	0.792	0.195
	X3.3	0.785	0.195
Assurance	X4.1	0.766	0.195
	X4.2	0.782	0.195
	X4.3	0.754	0.195
	X4.4	0.726	0.195
Empathy	X5.1	0.876	0.195
	X5.2	0.828	0.195

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Variable	Item	r-count	r-table
Tourist Satisfaction	X5.3	0.825	0.195
	X5.4	0.832	0.195
	X5.5	0.822	0.195
	Y1.1	0.721	0.195
	Y1.2	0.314	0.195
	Y1.3	0.798	0.195

Source: Data Processing (2022)

Based on table 2, the validity test results on the variables show a correlation coefficient between the statement scores and the total score. All questioner r-count is greater than r-table, so all inconsistent statements are declared valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha
Service Quality	0.970
Tourist satisfaction	0.925

Source: Data Processing (2022)

Based on table 3, it can be seen that the overall coefficient value of Cronbach's Alpha research variable is above 0.60. It can be said that the independent variable is said to be reliable.

Table 4. T-Test

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	-1.512	1.521		-0.985	0.345
X1	0.52	0.59	0.061	0.864	0.398
X2	0.294	0.98	0.292	3.102	0.006
X3	0.226	0.68	0.346	3.348	0.003
X4	0.194	0.96	0.214	2.074	0.048
X5	0.212	0.78	0.180	2.684	0.011

Source: Data Processing (2022)

Based on the t-test table 4, the variables X2, X3, X4, and X5 significantly affect the Y variable because the significant value is less than the probability value of 0.05. At the same time, X1 has no significant effect because the significant value is greater (0.398) than the probability value of 0.05.

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Table 5. F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	158.265	7	31.321	33.288	.000 ^b
Residual	88.405	91	0.944		
Total	246.87	98			

Source: Data Processing (2022)

Based on table 5, the results of the F test can be seen that the F-account value is 33.288, with a probability of 10%. Then obtained F-table 2.32. Because the value of F-account > F-table and with a significant value of $0.000 < 0.05$, H_0 is rejected, and H_a is accepted, or X1, X2, X3, X4, X5 significantly affect the Satisfaction of tourists.

E. Discussion

This study is conducted by Pratama (2016) and Retno (2020), showing that tangible variables have no significant effect on tourist satisfaction. In this study, concrete variables have no significant effect on tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of The Covid-19 Vaccination because tourists have not been able to directly feel the satisfaction obtained through the application of strict health protocols, the availability of various interpretation boards, and regular hygiene maintenance, tourist attraction.

This study is done by research conducted by Lestari et al. (2021) and Hasanah & Wahyudi (2020), showing that reliability variables significantly affect tourist satisfaction in visiting. In this study, reliability variables have a significant effect on tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of The Covid-19 Vaccination because *Dunia Fantasi Taman Impian Jaya Ancol*, such as information on the quality of deliveries made on the website, ticket purchases, existing social media or interpretation boards can be conveyed properly and easily understood. The design displayed is also quite attractive, besides that. The employees are also fully professional in doing their jobs, such as routinely performing maintenance on the existing rides and facilities, and the employees also apply very good hospitality; this can be seen with the employees who are quite good in handling questions or complaints and requests of tourists that make tourists feel satisfied visiting.

This study is done by research conducted by Thi et al. (2020) and Kwok et al. (2016), showing that the responsiveness variable significantly affects tourist satisfaction. In this study, responsiveness variables significantly affect tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of The Covid-19 Vaccination because *Dunia Fantasi Taman Impian Jaya Ancol* provides

fast assistance and service to consumers. Such as employees giving explicit directions to tourists to continue implementing health protocols at the entrance to Ancol Dreamland or other *Dunia Fantasi Taman Impian Jaya Ancol* parking areas. The response of employees is very responsive in helping to handle complaints, questions, or requests submitted; in addition, when tourists ride the vehicle, employees are also very responsive in giving directions to tourists to queue to follow health protocols and provide good debriefing for tourists to ride vehicles. This study is done by research conducted by Shukri et al. (2020) and Ziyad et al. (2017), showing that the assurance variable significantly affects tourist satisfaction. In this study, assurance variables significantly affect tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of The Covid-19 Vaccination because *Taman Impian Jaya Ancol* employees have the knowledge and ability to provide service, are polite, competent, and can be trusted by tourists. *Dunia Fantasi Taman Impian Jaya Ancol* tourists feel safe. There is hope for conformity in visiting, such as the number of security officers on guard. Employees understand that every vehicle or job follows the existing operational standards, the availability of facility health protocols, and the availability of interpretation boards and digital monitoring cameras that make tourists satisfied in their visit.

This study is done by research conducted by Prakoso et al. (2017) and Abast et al. (2020), showing that empathy significantly affects tourist satisfaction. In this study, empathy variables have a significant effect on tourist satisfaction in *Dunia Fantasi Taman Impian Jaya Ancol* after the implementation of The Covid-19 Vaccination because of the ability of *Dunia Fantasi Taman Impian Jaya Ancol* employees to provide attentive service to consumers, such as the management of *Dunia Fantasi Taman Impian Jaya Ancol* holding exciting activities such as Dufan Night and providing some interesting promos to tourists who visit websites or social media pages. To stem the spread of the Covid-19 virus, the manager implemented a fairly strict health protocol procedure, namely validating vaccine certificates to visitors, checking body temperature, providing handwashing facilities or hand sanitizers, and implementing long-distance queuing procedures to meet needs. The management place of worship provides mosque facilities in the area, and toilets are also available for tourists to meet their disposal needs; tourists can also meet their food needs with the availability of food and drinks in the area.

F. Conclusion

The data processing results show that reliability, responsiveness, assurance, and empathy significantly affect tourist satisfaction. In contrast, tangibles have no significant effect on tourist satisfaction at *Dunia Fantasi Taman Impian Jaya*

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Ancol after implementing The Covid-19 Vaccination. From the statistical discussion of the test results, *Dunia Fantasi Taman Impian Jaya Ancol* needs to implement strict health protocols, the availability of various interpretation boards, and regular maintenance of tourist attractions to improve their performance in providing services to tourists. Continuous improvement in the management performance of *Dunia Fantasi Taman Impian Jaya Ancol* will increase the positive image of tourist destinations which in the long term will shape tourist satisfaction. Such continuous improvement will ultimately provide benefits in the short and long term.

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