
THE DEVELOPMENT OF TOURIST ATTRACTIONS, FACILITIES AND QUALITY OF SERVICE TO VISITOR SATISFACTION IN RAGUNAN WILDLIFE PARK

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Abstract

This research is supported by the high tourism growth rate in Jakarta which is not matched by the increasing number of peaking tourists. The problem in this study is "what is the development of tourist attractions, facilities and service quality on visitor satisfaction at the Ragunan Wildlife Park, Jakarta. In particular, the focus is on the level of three variables, namely the development of tourism objects, facilities and service quality. After conducting a literature review and periodical preparation, the data that was collected was through a direct survey at the Ragunan Wildlife Park, Jakarta. Then the analysis of the data collected was obtained using multiple regression analysis. This analysis includes: the validity and reliability of the classical assumption test, multiple regression analysis, hypothesis testing through t and F tests, and analysis of the coefficient of determination. The F test shows that the tourist attraction variable has a significant effect on visitor satisfaction and other variables only have a positive and insignificant effect on visitor satisfaction. The Adjusted R square figure of 0.15 indicates that 15 percent of the visitor satisfaction variable can be explained through the three independent variables in the regression equation. While the remaining 85 percent is explained by other variables outside the three variables used in this study.

Keywords: Tourist Attractions, Facilities, Quality Of Service, Visitor Satisfaction, Ragunan Wildlife Park

PRELIMINARY

As a country famous for its natural beauty, Indonesia has a lot of interesting tourism objects to visit. For example is the lunacy of the Rangan Zoo. In the zoo of Ragunan, visitors can't only travel but also learn about the existing animals.

Ragunan Wildlife Park (TMR) is a 147-hectare family theme park located in Ragunan, Pasar Minggu, South Jakarta. The zoo was founded in 1864 and has more than 3,000 animals with more than 50,000 trees that provide shade for visitors. Because the tourist attractions are quite large, visitors may be confused by the location of the animals and public facilities in Ragunan Wildlife Park..

Ragunan Wildlife Park was established on September 19, 1864 in Batavia (now Jakarta) as the "Plant en Dierentuin" and was first managed by the Batavia Flora and Fauna Society (Culture Vereniging Plan en Dierentuin at Batavia). This park stretches over an area of 10 hectares on Jalan Cikini Raya Jalan No. 73 donated by Raden Saleh, a well-known Indonesian painter. Ragunan Wildlife Park (TMR) began to improve to carry out its development, adapting to the development of modern times.

Along with the development of tourist attractions in Jakarta, there are more alternatives to travel, there will also be more opportunities for tourists to move from one tourist destination to another. TMR's current challenge is to maintain and increase the number of visitors with a

significant increase every year. In attracting tourists, tourist attractions must always strive for quality to increase income from tourists to these attractions. Quality TMR services and competitive prices can increase visitor satisfaction. Because with great satisfaction, the number of guests will tend to increase because there is interest back.

Visitor enthusiasm for TMR has an impact on the high number of visits and this makes TMR one of the most popular tourist destinations in Jakarta. When weekends and national holidays are crowded with visitors, this sometimes has an impact in the form of congestion on the roads around TMR. The increase in the number of visitors identifies the satisfaction of visiting. A place that can satisfy visitors will predominantly have a good image of visitors. However, this is contrary to the opinions that researchers find about TMR on internet sites. One of them is the opinion regarding the number of toilets in TMR which is still considered insufficient.

The community has their own views on Ragunan Wildlife Park, because with the existence of Ragunan Wildlife Park, people can take a vacation with their families who do not need a lot of money. That's why Ragunan Wildlife Park is a favorite place for people to vacation with their families. Not only the people of DKI Jakarta area who visit Ragunan Wildlife Park but people outside the area also visit Ragunan Wildlife Park. To achieve an effective way, one of the tourist attractions (in this case Ragunan), has a JakCard Card as one of the ways to provide effective services. Effectiveness is the ability to carry out tasks, functions (operation of program or mission activities) of an organization or the like in the absence of pressure or tension between its implementation. Basically, in interpreting the effectiveness of each person, they can provide different understandings according to their respective points of view and interests.

Service quality is a factor driving visitor satisfaction. TMR visitors really need a comfortable and pleasant atmosphere when they

are in TMR. This is strongly influenced by the quality of service as demonstrated by Parasuraman, Zeithaml and Berry in Rambat Lupiyoadi, including:

- (1) Evidence, appearance of facilities, equipment, staff and means of communication;
- (2) Reliability, ability to carry out the promised services accurately and reliably;
- (3) Responsiveness, willingness to help customers and provide services quickly or responsively;
- (4) The confidence, knowledge and decency of employees and their ability to create trust;
- (5) Empathy, willingness to care deeply about each customer.

The quality of service and visitor satisfaction are not always proportional. The quality of service and visitor satisfaction are related to perception. Perception is subjective, so the good and bad of the services provided by TMR and whether the services provided are satisfactory or not depends largely on TMR visitors. It is time for TMR management to improve the quality of service to the wishes of visitors. The status quo at TMR is that tourists are under-cared for, a lot of garbage, and supporting facilities are poorly maintained.

Many of the ride signs that attract tourists do not work. In addition, it is the absence of brochures advertising this plan that is felt difficult for many customers who have just arrived at TMR. TMR must provide adequate brochures with floor plans or animal enclosure layouts and brochures that are distributed when visitors purchase tickets. In addition to the quality of service, the price factor is also a determining factor for visitor satisfaction, because each price set by a tourist destination will cause a different demand for tourist products.

TMR is a tourist attraction subsidized by the DKI Jakarta provincial government. However, currently TMR has not made significant efforts to improve its quality as the largest zoo in Southeast Asia. Consider the many opportunities for TMR to maximize profits to improve quality and compete with similar

entertainment venues. The purpose of this study is to determine the effect of tourist attractions on visitor satisfaction, find out the effect of facilities on visitor satisfaction, know the effect of service quality on visitor satisfaction and find out the influence of tourist attractions, facilities, and service quality on visitor satisfaction at Ragunan Wildlife Park Jakarta.

RESEARCH METHODS

Research Methods This research uses a quantitative approach because the analysis method is in the form of numbers that can be calculated and measured. Quantitative analysis is intended to quantitatively estimate the magnitude of the influence of changes in one or another event by using statistical tools. The quantitative approach used in this study is to use the survey method.

In addition to using quantitative methods, this research also uses simple linear regression analysis. This analysis is to determine the direction of the relationship between independent variables and dependent variables whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. This study was carried out in the absence of one special treatment of certain data by the researcher. This model is considered for use in a study because the relationship analyzed is a causal relationship with a complex model

Population and Sample As the research population is a tourist visitor to Ragunan Jakarta Wildlife Park who uses the services and facilities of Ragunan Jakarta Wildlife Park tourism. The sampling technique used is nonprobability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be sampled. Meanwhile, the determination of the number of respondents (sample) is carried out through accidental sampling techniques or accidental sampling, namely anyone who accidentally meets the researcher can be used as

a sample. Data collection is carried out at the time of the visitor.

Data Collection Techniques To obtain the necessary data in the study, using questionnaires, interviews, and documentation. Quantitative data analysis techniques are analytical methods with numbers that can be calculated or measured. This quantitative analysis is intended to quantitatively estimate the magnitude of the influence of changes in one or another event by using statistical analysis tools.

RESULTS AND DISCUSSION

According to the RAGUNAN Wildlife Park BLUD report, TMR was founded on September 19, 1864 in Batavia (now Jakarta) under the name *Planten En Dierentuin* which means "Plants and Zoo." Located in the center of Jakarta, which is the center of Jakarta art, Taman Ismail Mardjuki Cikini, Central Jakarta with an area of 10 ha which is a gift from a well-known Indonesian painter, Raden Saleh. At that time, *Planten En Dierentuin* was managed by the Batavian Flora and Fauna Loving Association which was a member of the *Culturule Vereniging Planten en Dierentuin* at Batavia. After Indonesia became independent, in 1949, the name *Planten En Dierentuin* was changed to *Cikini Zoo*.

Along with the rapid growth and development of the city of Jakarta, it is necessary to have a new place that is more adequate and guarantees the life of animals and their development. Finally, on the anniversary of his birth in 1964, during the governorship of DKI Jakarta, Dr. Soemarno, the Zoo Development Preparation Agency was formed to move from Jl. Cikini Raya no 73 to Pasar Minggu South Jakarta which was chaired by Drh.

T.H.E.W Umboh. The DKI Jakarta government granted 30 ha of land in Ragunan, Pasar Minggu. Currently, the area of Ragunan Wildlife Park reaches 147 ha with a collection of 2226 animals from 264 species. Ragunan Wildlife Park is located in the Pasar Minggu area, about 20 Km from the center of Jakarta. Geographically, TMR is at an altitude of 50 m

above sea level with rainfall of 2300 mm, temperature of 27 °C and humidity of 60%, and stands on red latosol land covering an area of 157 ha. TMR has four entrances, namely the North Door, South Door, East Door, and West Door. The North Door is bordered by Ragunan Village, the South Door is bordered by Jagakarsa Village which is located on Jalan Sagu, the East Door is bordered by Kelurahan Kebagusan which is located on Jalan Jatipadang and the West Door is bordered by Ragunan Village which is located on Jalan Raya Cilandak KKO.

The community has their own views on Ragunan Wildlife Park, because with the existence of Ragunan Wildlife Park, people can take a vacation with their families who do not need a lot of money. That's why Ragunan Wildlife Park is a favorite place for people to vacation with their families. Not only the people of the DKI Jakarta area who visit Ragunan Wildlife Park but Maysarakat outside the area also visit Ragunan Wildlife Park. To achieve an effective way, one of the tourist attractions (in this case Ragunan), has a JakCard Card as a way to provide effective services and is a development made by the Wildlife Park management in order to increase customer satisfaction with the service and quality they get.

Effectiveness is the ability to carry out tasks, functions (operation of program or mission activities) of an organization or the like in the absence of pressure or tension between its implementation. Basically, in interpreting the effectiveness of each person, they can provide different understandings according to their respective points of view and interests. It should be noted that effectiveness always refers to the effect, the results of use and is viewed from the point of achieving predetermined goals and causing an impact on the organization. Effectiveness is also defined as a measure that describes how far the goal has been achieved by providing satisfactory results without neglecting quality. So that Ragunan tourist attractions provide services for ticketing through JakCard electronic tickets.

Jakcard is a multifunctional smart card issued by Bank DKI which can be used as a means of payment to enter Ragunan Wildlife Park. In time, JakCard can become an electronic payment tool or known as an e-wallet, namely as a means of payment for various consumer needs based on capital. The system is integrated as another micropayment tool equipped with contactless-chip technology, and can be used for payments and purchases at several leading merchants.

In May 2016, Jakcard has been inaugurated to enter tourism places in Jakarta including Ragunan Wildlife Park, because it aims to save paper, worker efficiency, overcome long queues when using ticketing and budget transparency. The advantage of Jakcard compared to Regular Tickets is that the price is cheaper, if with a regular ticket the entrance ticket to Ragunan Wildlife Park is Rp.4000 then by using JakCard you can enter at a price of Rp.3000. And JakCard can also be used for a lifetime without any time limit.

Functions Of Ragunan Wildlife Park

The existence of Ragunan Wildlife Park as one of the tourist attractions that are in great demand by tourists has various functions in the process of building and developing tourism. The functions of TMR itself include: as a means of conservation, education, research, and natural recreation.

1. The Conservation Function of TMR serves as a means of conservation that preserves fauna and flora. The fauna present in TMR consists of 69 types of mammalian classes, 101 aves classes, 34 types of reptilian classes, and 16 types of pisces classes. The total number of animal species there are 270 species with the number of collections reaching approximately 3000 animals (specimens). Some examples of endemic and rare animals that have been successfully bred in TMR are: orangutans, Javan gibbons, Komodo dragons, Sumatran tigers, babirusa and others. In addition to fauna or animals, the flora in TMR consists of 171 types of plants from all over the country

that are rare with a total of 15,389 trees (specimens). Flora's function is as a city lung because plants can produce oxygen and reduce carbon gases from combustion processes and other activities. In addition, plants or urban forests in the TMR area are able to streamline the process of infiltration of groundwater as a water reserve for the needs of human life.

2. The Educational Function (Education) of Ragunan Wildlife Park provides educational facilities about animals to visitors. The management provides services in the form of tour guides, screenings of documentaries about animals, a comfortable and relatively complete library and other educational activities with an atmosphere packaged in a natural atmosphere.
3. Research Function As one of the largest zoos in Indonesia, TMR is also one of the research centers for endangered animals in Indonesia. Researchers, students, students both from within and outside the country make observations about animal behavior, reproduction, feed, and so on as material for scientific studies.
4. The Function of Natural Recreation Ragunan Wildlife Park is a natural tourism, which is one of the main attractions because in addition to the air that is still clean with lush trees, it can also enjoy the beauty of very exotic animals.

Interpretation of The Results of the Variable Influence of Tourist Attractions on Visitor Satisfaction The independent variable X1 (tourist attractions) with the dependent variable Y (visitor satisfaction) has a coefficient of determination (R- Square) 0.132, indicating the understanding that visitor satisfaction (Y) is influenced by 13.2% by the variable tourist attractions (X1), while the remaining 86.8% is influenced by other factors outside of these independent variables. By the degree of significance (α) = 5 % (0.05) and by degree of freedom (df) = $n-k = 100-3 = 97$, obtained t table = 1.984 and from the results of regression

obtained t count = 3.867. Based on the results of the processing data obtained the calculated t value = $3,867 > t \text{ table} = 1,984$, it can be concluded that H0 is rejected and H1 is accepted. That is, tourist attractions have a significant effect on visitor satisfaction. In this context, Ragunan Jakarta Wildlife Park is one of the leading tourism destinations developed in the DKI Jakarta Province area and the potential for superior tourist attractions that vary.

Interpretation of Variable Results The effect of Facilities on Visitor Satisfaction Independent variable X2 (facilities) with dependent variables Y (visitor satisfaction). And the value of the coefficient of determination (R-Square) of 0.102, shows the understanding that visitor satisfaction (Y) is influenced by 10.2% by the facility variable (X2), while the remaining 89.8% is influenced by other factors outside of the independent variable. With the degree of significance (α) = 5 % (0.05) and with the degree of freedom (df) = $n-k = 100-3 = 97$, obtained t the result of processing data obtained the value of t count = $3.337 > t \text{ table} = 1.984$, then it can be concluded that H0 is rejected and H1 is accepted. That is, the facility has a significant effect on visitor satisfaction. Tourist support facilities are limited ranging from inadequate parking lots, the condition of public facilities has not met international quality such as toilets. Likewise with the condition of the parking lot that still uses the area around Ragunan Jakarta Wildlife Park. Coupled with the clutter of street vendors who also enliven garbage activities at Ragunan Wildlife Park Jakarta. The issue of cleanliness and garbage in Ragunan Wildlife Park Jakarta has been a concern for a long time. It's not just tourists complaining, but all parties are experiencing the same problems regarding waste. In this context, there is a decrease in environmental quality due to very low public awareness which is characterized by littering. Ragunan Wildlife Park Jakarta is central as the most strategic area.

Interpretation of Variable Results The Effect of Service Quality on Visitor Satisfaction

Independent variable X3 (service quality) with dependent variable Y (visitor satisfaction). And the value of the coefficient of determination (R-Square) of 0.095, shows the understanding that visitor satisfaction (Y) is influenced by 9.5% by the service quality variable (X3), while the remaining 90.5% is influenced by other factors outside of the independent variable. By the degree of significance (α) = 5 % (0.05) and with the degree of freedom (df) = $n-k = 100-3 = 97$, obtained t table = 1.984 and from the results of regression obtained t count = 3.207. Based on the results of the data obtained the calculated t value = $3,207 > t$ table = 1,984, it can be concluded that H_0 46 Stevianus, attraction influence was rejected and H_1 was accepted. That is, the quality of service has a significant effect on visitor satisfaction. Appearance of existing employees/officers/tour guides. Some respondents stated that the appearance of the employees / officers / tour guides was quite good in providing services. For example, in the context of a tour package.

Interpretation of Variable Results The Effect of Tourist Attractions, Facilities, and Service Quality on Visitor Satisfaction The three independent variables (tourist attractions, facilities, and service quality) with the dependent variable Y (visitor satisfaction). And the value of the coefficient of determination (R-Square) of 0.200, points to the understanding that visitor satisfaction (Y) is influenced by 20% by the variables of tourist attractions (X1), facilities (X2), and quality of service (X3), while the remaining 80% is influenced by other factors outside of these independent variables. By the degree of significance (α) = 5 % (0.05) and by the degree of freedom of the numerator (df1) = (number of variables -1), that is, $4-1 = 3$ and df denominator (df2) = $N-k-1 = 100-3-1 = 96$, obtained denominator Ftabel (df2) = $N- k-1 = 100-3-1 = 96$, obtained Ftabel = 2.07 and from the result of multiple regression obtained Fhitung = 7.995. It can be known that F counting (7,995) > F table (2.07), then it can be concluded that H_0 is rejected and H_1 is accepted. This means that

tourist attractions, facilities, and service quality simultaneously affect visitor satisfaction.

Tourist attractions, facilities and service quality simultaneously affect visitor satisfaction. All three variables have a positive effect on visitor satisfaction. So, tourist attractions, facilities and service quality are improved, then satisfaction will increase. The influence of tourist attractions is significant/tangible on visitor satisfaction, compared to facilities and service quality. According to visitor assessments, tourist attractions in Ragunan Wildlife Park Jakarta are generally quite good. The uniqueness of the tourist attractions offered attracts visitors to travel. The distribution of locations and road facilities that shorten travel time can make it easier for visitors to reach the location of Ragunan Jakarta Wildlife Park. In addition, Ragunan Jakarta Wildlife Park itself has a fairly good image as a tourism destination that is relevant to tourism growth.

CONCLUSIONS AND SUGGESTIONS

Conclusion

There is a positive and significant influence of tourist attraction variables on the satisfaction of visitors. Ragunan Jakarta Wildlife Park which has the potential for a variety of superior tourist attractions. The uniqueness and diversity of tourist attractions of Ragunan Jakarta Wildlife Park that other destinations do not have yet makes visitors feel happy and satisfied with the presentation of tourist attractions. In addition, there is a positive and significant influence of facility variables In addition, there is a positive and significant influence of facility variables on visitor satisfaction.

The facilities in Ragunan Wildlife Park Jakarta are still limited, starting from the provision of public facilities (toilets, parking, and places of worship), environmental cleanliness, and the presence of street vendors (PKL). In this context, there are improvement efforts made by local stakeholders for convenience, meeting the needs and comfort for visitors. On the other hand, there is a positive and significant influence of

service quality variables on the satisfaction of visitors. The tour guide / employee / officer is very informative and interactive in conveying the substance about Ragunan Wildlife Park Jakarta. However, in the context of responding to visitor complaints, tour guides / employees / officers are still limited.

Another thing, where the use of a JakCard card is very helpful for visitors who will visit Ragunan Wildlife Park. The JakCard card is not even only used to enter wildlife parks, there are various advantages and functions of the JakCard card itself. Like being able to use this card to ride Transjakarta which only needs to tap in at the entrance of the bus stop and do not need to queue and there are many more uses of the Jakcard card itself.

The results of the visitor's assessment of the advantages or privileges of the service as a whole. There is a positive and significant influence of the variables of tourist attractions, facilities, and service quality on the satisfaction of visitors. Tourist attractions, facilities and quality of service are an inseparable part of a destination, especially Ragunan Jakarta Wildlife Park. The harmonization of these three aspects is very important to optimize the performance of the attributes of tourist attractions, facilities and service quality so that visitors feel satisfaction in visiting Ragunan Wildlife Park Jakarta.

Suggestion

Based on the above conclusions, the researchers recommend the management of Ragunan Wildlife Park as follows. Service quality is a level of excellence that is expected to meet visitor expectations. To be able to increase visitor satisfaction, the management of Ragunan Wildlife Park must further improve the quality of service. To be able to improve the quality of service, the management must be able to pay attention to the following: It is necessary to improve TMR facilities, such as the addition of prayer rooms, the increase in the number of trash cans and shelters. There needs to be an improvement in terms of TMR security, such as the need to add security posts at certain points,

and in each cage, guard officers are provided, as well as adding patrol fleets.

TMR security should be further tightened especially during holidays or other major days where the number of protesters is soaring. In addition, according to respondents the existence of hawkers should be put in order, as it interferes with their recreation. TMR also needs to fix location signage that is not clearly visible and should be updated to minimize visitors getting lost. In addition, it is also expected that there will be a tourist map or plan of tourist attractions in TMR given to visitors. TMR officer services need to be expanded again and spread across every tourist location.

Awareness, responsiveness, understanding and special attention from officers to problems or complaints from passengers are also important factors that need to be considered in an effort to increase the satisfaction of TMR passengers must conduct a gradual and in-depth research on the condition of their income. When compared to Safari Parks or zoos that are almost as large, TMR needs to design a ticket price that matches its operational costs. Its function is to assist them in achieving profits. To increase the amount of its revenue, TMR needs to increase prices, lower operating costs or by conducting sponsorship cooperation.

Determination of the use of JakCard cards to enter the Ragunan area can also be done, this will reduce the effect of long queues of visitors which results in congestion when entering long holidays or national holidays. It is also useful to reduce direct contact like during a pandemic like now, where physical contact is strongly discouraged.

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