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## **Investigating Domestic Tourists' Perception of Service Attributes in Indoor Tourist Destination**

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### ***Abstract :***

*The tourism industry must be able to adapt to new services in the new normal era and work to regain the trust of tourists who have been subjected to unfavorable conditions since the Covid 19 pandemic. Tourism must be prepared to adapt to new services in the industry in the new normal era and work to regain the trust of tourists. This study aims to examine the importance-performance of service quality attributes and satisfaction of domestic tourists in indoor tourist destination using quantitative descriptive with the Importance Performance Analysis (IPA) technique. A total of 162 domestic tourists from Jakarta Aquarium and Safari were the sample in this study. Data was collected using questionnaire that consist of three attributes and includes 18 service items. The results of the analysis show that of the 18 service items tested, there are five service items that are considered important and show high satisfaction from tourists. Meanwhile, there are four items that are also considered important but show performance that makes tourists dissatisfied. This study demonstrates the relevance of tourist feedback in evaluating service characteristics at tourist destinations. This research provides a framework for developing effective marketing strategies for tourist destinations, especially indoor tourist destinations. When these services meet the needs and wants of tourists, they can generate positive reviews or promotions and act as advocates for these tourist destinations.*

**Keywords:** *Importance Performance Analysis, service quality attributes, domestic tourist, indoor tourist destination*

### **1. Introduction**

Since the arrival of the Covid 19 pandemic some time ago, indoor tourism locations have had a significant risk of spreading (Nurlaila et al., 2022). The virus can spread in poorly ventilated and/or crowded rooms where people usually spend long periods of time. This has an impact on one of Indonesia's original tourist attractions, namely the Jakarta Aquarium and Safari (JAQS). JAQS is a man-made attraction themed on ex situ conservation and an indoor aquarium located in the largest shopping mall in Indonesia. The concept of Jakarta Aquarium & Safari is education. Visitors not only get entertainment but also information about animals at the Jakarta Aquarium & Safari.

The Covid-19 pandemic has caused a decrease in visitors at the Jakarta Aquarium & Safari. Before the pandemic, visitors reached 500 per day. In fact, during the

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implementation of restrictions on community activities (PPKM), the number decreased to 100-200 visitors per day. When DKI Jakarta Province entered PPKM level 4 status, the Jakarta Aquarium & Safari had to be closed to the public. Then, the government seeks to reopen the tourism industry sector, including JAQS, with various implementations of health protocols in this new era of life, including CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) which also follows WHO standards for the new normal era period (Illiyina et al. al., 2021).

Tourism actors are required to prepare destination certification and tourism supporting services related to the implementation of the CHSE in the new normal era (Ningsi et al., 2022). Tourism development must be supported by all aspects and other tourism supporting services, such as facilities, quality of employee interaction, price rates etc. This is very important in determining the quality of a destination (Ningtiyas & Alvianna, 2021). According to Sri Ningtias et al. (2022), tourist satisfaction is a factor that must be considered by tourism managers because this is an indicator of business success and an important measure of tourism success. Paying attention to tourist satisfaction is crucial for a destination because when tourists are satisfied, they tend to make repeat visits and have the potential to promote the destination to others. However, (Pai et al., 2019) states that if tourists feel dissatisfied, they will not return and have the potential to spread negative news to others.

Therefore, the management and provision of service facilities that support life in the new normal era for tourists need to be provided by the management. This must be done because without strict sanctions, tourists are actually more careless, weak and live a normal life compared to without the Covid-19 pandemic. The implementation of this health protocol will be fully implemented throughout the Jakarta Aquarium and Safari area and applied to tourists and employees to create a sense of security and comfort as well as satisfaction for tourists visiting the Jakarta Aquarium and Safari.

To overcome this problem, this study analyzes the importance (importance) and performance (performance) of service quality attributes felt by domestic tourists who come to visit the Jakarta Aquarium and Safari by utilizing the Importance Performance Analysis (IPA) method. This method is popular for evaluating service quality in various fields. IPA examines the "importance" of each particular product/service attribute. In addition, this method has been used in designing corporate marketing strategies, in guiding government planning choices, and in evaluating the organization and supervision of activities and schemes (Akbara et al., 2021)

## **2. Theoretical Background**

### **Tourist Perceptions of Service Quality Attributes in Indoor Tourist Destinations**

The reasons, attitudes, and perspectives of tourists have an important impression on the choice of location. In the article (Gnanapala, 2015) it is explained that

interpretation is the selection, arrangement, and explanation of stimuli that form a meaningful and coherent picture. Solomon (2001) describes interpretation as a method for selecting, organizing, and understanding sensations. In this context, sensation is used to describe how human sensory receptors, including the eyes, ears, nose, mouth, and skin respond to basic inputs such as sight, sound, smell, and taste. When enjoying products and services, tourists compare the situation with their expectations before purchasing. Their assessment of product effectiveness and service quality is a major factor in the assessment process. The extent to which the assessment process is carried out, it may produce feelings of satisfaction or dissatisfaction from tourists.

(Severt et al., 2007) defines tourist satisfaction as the extent to which tourists' feelings of pleasure are achieved from services or features that meet the wishes, expectations, and desires of tourists when traveling. Satisfaction is created from a comparison of customer expectations before and after consumption. In the tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences (Aliman et al., 2016). (Aliman et al., 2014) also stated that tourist satisfaction itself can be measured by indicators of enjoying the visit, satisfied with the decision to visit, liking the destination, feeling satisfied, and the need for experience. Travelers are satisfied when experiences exceed expectations. However, if tourists feel unhappy, then dissatisfaction will be created (Chen & Chen, 2010; Reisinger & Turner, 2003). Several literatures have emphasized the effect on visitor satisfaction at tourist destinations (Chinniah, 2018; Anjum & Ming, 2018).

Marcelino et al., (2022) states that customer satisfaction is closely related to service, namely facility quality. Facility quality pays more attention to the elements of income and customer satisfaction. Tourism facilities according to Gusneli et al. (2016) are supporting services that are always ready to be used by tourists and these services offer quality and prices that suit the needs of tourists. Teguh et al., (2015) also added that tourism facilities are all facilities whose function is to meet the needs of tourists who live in tourist destinations visited temporarily, they enjoy relaxing and participating in activities available in tourist areas.

(Mustelier-Puig et al., 2018) studied the relationship between interactional quality with tourist attraction services and satisfaction. The results showed that the quality of communication affects satisfaction with tourism object services. Echeverri and (Salomonson, 2017) state that both employees and customers are actively involved in the dialogue process during the service process which can then create good or bad value for the service. Therefore, interactional quality is the main factor for increasing visitor satisfaction at tourist attractions (Jung, 2009). In addition, (Kaura et al., 2015) stated that pricing is very important in the context of service. Kim, Ng, and Kim (2009) also found that price and value are the main factors of service quality and re-visit intention which lead to positive word of mouth. Consistent with previous studies, this

study examines how important service quality attributes are to tourist satisfaction, especially the attributes of facility quality, interactional quality, and price.

### **Jakarta Aquarium and Safari as Indoor Tourist Destinations**

DKI Jakarta Province as the nation's capital and the main entrance for tourists, has a variety of tourist attractions. Jakarta Aquarium and Safari is one of them. Jakarta Aquarium & Safari or JAQS is included in the artificial tourist attraction. In accordance with the Government Regulation of the Republic of Indonesia Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan, man-made tourist attractions are tourist attractions in the form of creations from human creativity along with all other human activities besides natural and cultural tourism, for example such as recreational facilities as well as amusement parks (Kristiana et al., 2022).

The Jakarta Aquarium and Safari (JAQS) is part of the Taman Safari Group which is located at Neo Soho Mall, West Jakarta, is an indoor aquarium with the theme of ex-situ conservation located in the largest mall in Indonesia. The concept of Jakarta Aquarium and Safari is edutainment. Thus, visitors will not only get entertainment but also information about animals at the Jakarta Aquarium and Safari. JAQS was founded in March 2017 and inaugurated in October 2018 by Susi Pudjiastuti, Minister of Maritime Affairs and Fisheries of the Republic of Indonesia and has received many awards, such as the Adikarya Wisata in 2019, the Family Recreation Facility Award given by the DKI Jakarta Provincial Government, the Indonesia Travel and Tourism award Awards 2019/2020 as Indonesia's Leading Conservation Destination, and Travelers' Choice 2020 by TripAdvisor.

Jakarta Aquarium and Safari have national relations and collaboration with Taman Safari Indonesia and also internationally with Aquaria KLCC Malaysia. JAQS has both aquatic and non-aquatic animals with more than 3500 species. In addition, JAQS holds a certificate from Tripadvisor Excellence in 2018. The entrance ticket price from the Jakarta Aquarium itself is Rp. 140,000 to Rp. 200,000. The facilities and rides that are the advantages presented are fairly new, namely theatrical shows, mermaid shows, and 5D. Not many studies have studied the quality of service at the Jakarta Aquarium and Safari, especially in this new normal era. Therefore, it is hoped that this research can become a pioneer and can help management find strategies to improve their services.

### **Importance Performance Analysis (IPA) Technique**

The IPA method is a measurement method used to determine the gap (gap) between the performance of a variable and tourists' expectations of that variable (gap analysis). The main task of IPA is to show information about characteristics that tourists think have a big impact on satisfaction and need to be corrected or improved because tourists are currently not satisfied. Service attributes are mapped into four different quadrants.

The IPA technique uses plots to categorize attributes into four quadrants to optimize resource allocation. The four quadrants are generally known as "keep up the good work" (Q1) where performance is in line with tourist expectations. Then, "concentrate here" (Q2) shows performance below tourist expectations. Meanwhile, "low priority" (Q3) indicates attribute performance is considered not too important, and "possible overkill" (Q4) indicates attribute performance is considered not too important, but does not disappoint tourists (Matzler et al., 2004). Coordinates will be displayed from each quadrant. Attribute ratings for importance and satisfaction are shown in coordinates. Figure 1 shows the Importance-Performance quadrant.

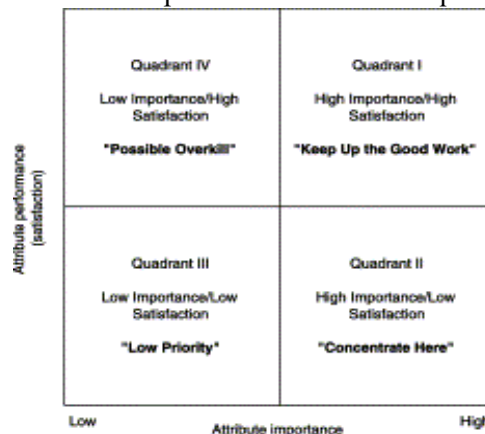


Figure 1. Importance-performance quadrants  
(Source: Matzler, 2003)

IPA evaluates how tourists view the service quality attributes of the Jakarta Aquarium and Safari and identifies service quality areas that require strategic solutions. In addition, IPA measures the importance of attributes in a two-dimensional grid among tourists and their satisfaction with these attributes. The vertical axis shows the satisfaction of tourists with service performance and service providers for certain characteristics, ranging from very dissatisfied to very satisfied (5-point Likert scale). Tourist characteristics are shown on the horizontal axis, ranging from very unimportant to very important (5-point Likert scale). Tourist interest and satisfaction scores are plotted on the IPA grid, which is formed as the intersection of the average interest and satisfaction scores. Each attribute is scored based on its quadrant.

The value of importance and satisfaction with the appropriate attributes is an interpretation of the IPA chart. High priority and satisfaction scores indicate, for example, that the attractions at the Jakarta Aquarium and Safari are functioning properly and further investment should be made in these qualities. There are not many strategic advantages if tourists spend money on attributes with high importance and low satisfaction characteristics that require special attention to these attributes. Satisfaction and interest measures are also used to further determine the coordinates of each item in relation to the experience of domestic tourists at the Jakarta Aquarium and Safari

### 3. Methodology

This type of research is descriptive quantitative with a questionnaire used as a data collection tool. The questionnaires distributed consisted of demographic questions and indicators related to the variables in this study. The "Facility Quality" variable has eight indicators adapted from (Strauss, et al., 2016). Furthermore, "Interactional Quality" consists of seven indicators and three indicators are owned by the variable "Price". These two variables were adapted from (El-Said & Fathy, 2015) and (Liang & Zhang, 2009). All indicators are measured on a 5-point Likert scale from point 1 representing very dissatisfied to point 5 indicating very satisfied. In addition, from the same questionnaire used to measure the importance of service attributes according to tourists with a 5-point Likert measurement scale from point 1 representing very unimportant to point 5 indicating very important. A total of 162 domestic tourists from the Jakarta Aquarium and Safari were selected as the sample for this study. The survey was conducted offline and online. The survey results were evaluated quantitatively using the Importance Performance Analysis (IPA) method. The average satisfaction level for the various service quality attribute components and the average weight of the three variables were calculated using SPSS 20 for Windows. Then, each value resulting from the calculation is used to analyze each element in the importance-performance grid as a plot.

### 4. Empirical Findings/Result

A descriptive sample calculation was carried out to provide an overview of the demographic characteristics of visitors and their experience of visiting the Jakarta Aquarium and Safari. Table 1 shows the demographics of respondents according to gender, country of origin, status, frequency of visits, and visits to the Jakarta Aquarium and Safari

Table 1. Demographic profile of respondents (n = 162)

Item	Frequency	Persentase/% (valid response)
Gender		
Woman	74	45.5
Men	88	54.5
Country of origin		
Indonesia	162	100
Status		
Student	15	9.1
Government employees	7	4.5
Private employees	111	68.2
Businessman	15	9.1
PTNPNS	7	4.5
Teacher	7	4.5
Frequency of visits to the Jakarta Aquarium and Safari during the new normal period		
1-3 times	125	77.3
3-5 times	30	18.2
More than 5 times	7	4.5

Item	Frequency	Persentase/% (valid response)
Accompanying visits to the Jakarta Aquarium and Safari		0
Alone	0	45.5
Friend	74	54.5
Family	88	

Based on Table 1 more male respondents (54.5%) participated in the survey research than female respondents (45.5%). All respondents came from Indonesia. In addition, most visitors were private employees (68.2%), followed by students (9.1%), entrepreneurs (9.1%), civil servants (7%), PTNPNS (7%), and teachers (7%). as many as 125 respondents had visited the Jakarta Aquarium and Safari during the new normal period 1-3 times (77.3%). The rest, visitors come 3-5 times (18.2%) to more than 5 times (4.5%). When visiting the Jakarta Aquarium and Safari, 45.5% of respondents went with friends and 54.5% of visitors came with family.

### Importance Performance Analysis Result

The average value of the importance and satisfaction of each attribute for the 18 items is shown in Table 2. The three IPA grids were developed so that the three service quality attributes (facility quality, interactional quality, and price) can be analyzed and identified where their weaknesses and strengths are. For each attribute, the mean values of importance and satisfaction are calculated and used as coordinates for each grid. The best average value of each element will be determined as the crosshairs and the placement of the axes in each grid. Therefore, there are different crossover points for the three IPA grids

Table 2. Importance Performance Mean for 18 service attribute items

No	Items	Satisfaction	Importance	Quadrant
<b>Facility Quality</b>				
<b>1.00</b>	Spacious and clean building at Jakarta Aquarium and Safari	3.99	4.21	1
<b>2.00</b>	The entertainment displayed at the Jakarta Aquarium and Safari is interesting	3.86	4.11	2
<b>3.00</b>	Implementation of self-service management at the Jakarta Aquarium and Safari	3.85	4.02	3
<b>4.00</b>	Availability of places or goods for cleanliness and disinfection for tourists at the Jakarta Aquarium and Safari	3.90	3.85	3
<b>5.00</b>	A safe and reliable building owned by Jakarta Aquarium and Safari	4.35	3.90	4
<b>6.00</b>	Availability of complete emergency facilities (such as: first aid kits, escape equipment) at the Jakarta Aquarium and Safari	3.94	4.38	1
<b>7.00</b>	The proportion of public spaces in the Jakarta Aquarium and Safari is large	3.90	4.15	2

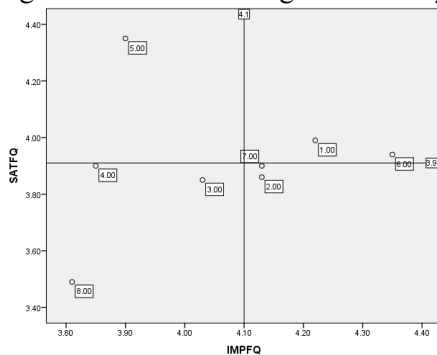
No	Items	Satisfaction	Importance	Quadrant
8.00	Implementation of physical distancing at the Jakarta Aquarium and Safari	3.49	3.81	3
<b>Interactional Quality</b>				
1.00	Cleanliness and neat appearance of staff at the Jakarta Aquarium and Safari	4.22	4.32	3
2.00	Jakarta Aquarium and Safari staff respect the visitors	4.35	4.40	4
3.00	The friendliness of the Jakarta Aquarium and Safari staff	4.26	4.40	3
4.00	Profesionalisme staff di Jakarta Aquarium and Safari	4.28	4.45	1
5.00	The speed of service at the Jakarta Aquarium and Safari	4.08	4.27	3
6.00	Staff knowledge of items on display and for sale at the Jakarta Aquarium and Safari	4.26	4.49	2
7.00	Easy-to-talk staff (able to answer visitors' questions)	4.49	4.59	1
<b>Price</b>				
1.00	Announcement of price changes for Jakarta Aquarium and Safari	3.67	3.90	1
2.00	Reasonable quality of the goods provided at the Jakarta Aquarium and Safari with the price paid	3.62	3.75	3
3.00	The fairness of the quantity of goods provided at the Jakarta Aquarium and Safari with the price paid	3.62	3.90	2

### **Facility Quality**

Tourists feel the items "Spacious and clean buildings at the Jakarta Aquarium and Safari" (1.00) and "Availability of complete emergency facilities (such as: first aid kit, escape equipment) at the Jakarta Aquarium and Safari" (6.00) are very important and they are very satisfied because it is located in quadrant 1. However, the items "Entertainment displayed in the Jakarta Aquarium and Safari are interesting" (2.00) and "The proportion of public space in the Jakarta Aquarium and Safari is large" (7.00) are very important according to tourists, but show Low satisfaction is evidenced by items located in quadrant 2. These items need to be prioritized by the management of the Jakarta Aquarium and Safari. "Implementation of self-service management at the Jakarta Aquarium and Safari" (3.00), "Availability of places or goods for cleaning and disinfection for tourists at the Jakarta Aquarium and Safari" (4.00), and "Implementation of physical distancing at the Jakarta Aquarium and Safari" (8.00 ), indicates that no special action needs to be taken because this is a low priority item for domestic tourists at this time because it is seen in quadrant 3. This can happen, because tourists already have their own awareness of what they are doing in the new normal era. The item "Safe and reliable building owned by Jakarta Aquarium and



Safari" (5.00) is included in quadrant 4, meaning that tourists simply ignore this item. Figure 2 shows the IPA grid of facility quality items.



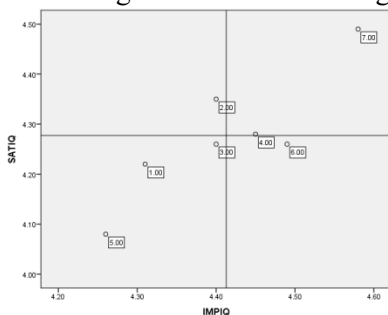
Note:

- 1.00: Spacious and clean building
- 2.00: The entertainment that is displayed is interesting
- 3.00: Application of self-service management
- 4.00: Availability of places or goods for hygiene and disinfection for tourists
- 5.00: Safe and reliable building
- 6.00: Availability of complete emergency facilities (such as: first aid kits, escape equipment)
- 7.00: The proportion of public space
- 8.00: Implementation of physical distancing

Figure 2. Grid IPA for "facility quality"

### Interactional Quality

Although domestic tourists are quite satisfied with the "Cleanliness and tidiness of the appearance of staff at the Jakarta Aquarium and Safari" (1.00); "Friendliness of Jakarta Aquarium and Safari staff" (3.00); "Speed of service at the Jakarta Aquarium and Safari" (5.00) in the JAQS service, this item is a low priority because tourists place relatively low importance on this feature, which is in quadrant 3. "Jakarta Aquarium and Safari staff respect visitors" (2.00) falls into quadrant 4, indicating low satisfaction and low importance. This can happen because these factors do not stand out or are not the center of attention of tourists. Keep up the good work for the items "Staff professionalism at the Jakarta Aquarium and Safari" (4.00) and "Staff who are easy to talk to (able to answer visitor questions)" (7.00). Management and staff at the Jakarta Aquarium must maintain professionalism. "Staff knowledge of items sold at the Jakarta Aquarium and Safari" (6.00) falls into quadrant 2, which means concentrate here. Special attention is needed to increase tourist satisfaction for this feature. Figure 3 shows the IPA grid for interactional quality.



Note:

- 1.00: Cleanliness and tidiness of staff appearance
- 2.00: The staff respects the visitors
- 3.00: Friendliness of staff
- 4.00: Profesionalisme staff
- 5.00: Service speed
- 6.00: Staff knowledge of items on display and for sale
- 7.00: Easy-to-talk staff (able to answer visitors' questions)

Figure 3. Grid IPA for "interactional quality"

### Price

As shown in Figure 4 the item from the price attribute is located in quadrant 1, namely "Announcement of price changes for Jakarta Aquarium and Safari" (1.00) which indicates that tourists this item is important and they are satisfied with the performance. Then, "The reasonableness of the quality of the goods provided at the Jakarta Aquarium and Safari with the price paid" (2.00) falls in quadrant 3 which is considered relatively low in importance and is also considered not to meet tourist satisfaction. Meanwhile, the item "Reasonability of the quantity of goods provided at the Jakarta Aquarium and Safari with the price paid" (3.00) is located in quadrant 2 which is important for tourists, but they are not satisfied. Therefore, management needs to pay attention to this item by re-evaluating the price with the quantity of goods supplied.

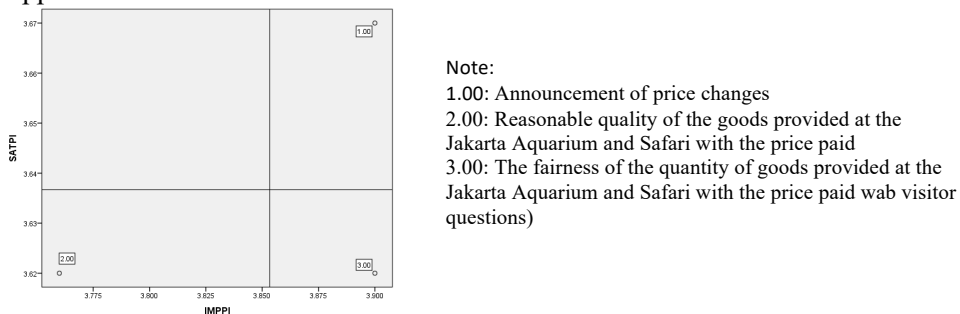


Figure 4. Grid IPA for "food prices"

Based on the results that have been described, it can be said that the items that fall in quadrant 2 (concentrate here) must be considered by the JAQS manager to meet domestic tourist satisfaction with these items. This aspect is very important for domestic tourists, but tourists are not satisfied. These items should be the focus of improvement initiatives. Furthermore, items located in Quadrant I must always increase their efficiency level. Therefore, JAQS managers need to stay focused on this attribute in developing their service quality. Management needs to ensure that these items always keep up the good work.

### 5. Conclusions

The empirical findings of this study show that the 18 items of the facility quality, interactional quality, and price attributes in each IPA quadrant are positioned based on the average value of importance (importance) and performance (performance). The results are effective in predicting domestic tourist satisfaction and provide empirical support for importance-performance analysis, which assumes that domestic tourist satisfaction will be less affected by the performance of an attribute when its importance is low. Where the satisfaction of domestic tourists is influenced by attribute performance, the

importance of the attribute is high. Based on the results of the importance-performance analysis, there are five items that are the main drivers of satisfaction for domestic tourists because they are in quadrant 1: "Spacious and clean buildings at the Jakarta Aquarium and Safari"; "Availability of complete emergency facilities (such as: first aid kits, escape equipment) at the Jakarta Aquarium and Safari"; "Staff professionalism at the Jakarta Aquarium and Safari"; "Easy to talk staff (able to answer visitors' questions)"; "Announcement of price changes for the Jakarta Aquarium and Safari", because tourists feel that this is important and they are satisfied. Conversely, four items are considered to be underperforming and thus represent the product's major weaknesses as they fall in quadrant 2: "The entertainment featured at the Jakarta Aquarium and Safari is interesting"; "The proportion of public space in the Jakarta Aquarium and Safari is large"; "Knowledge of staff about the items on display and for sale at the Jakarta Aquarium and Safari"; "The fairness of the quantity of goods provided at the Jakarta Aquarium and Safari with the price paid". Therefore, the items from each of these attributes must be addressed by the managers of the Jakarta Aquarium and Safari.

Furthermore, "Implementation of self-service management at the Jakarta Aquarium and Safari", "Availability of places or goods for cleanliness and disinfection for tourists at the Jakarta Aquarium and Safari", "Application of physical distancing at the Jakarta Aquarium and Safari", "Cleanliness and tidiness of staff appearance in Jakarta Aquarium and Safari", "Friendliness of Jakarta Aquarium and Safari staff", "Speed of service at Jakarta Aquarium and Safari", "Reasonability of the quality of goods provided at Jakarta Aquarium and Safari with the price paid" can be seen as relatively unfavorable performance areas. important for domestic tourists as it appears in quadrant 3, however the service performs very well in that area.

The IPA technique tests the satisfaction of domestic tourists with service quality at the Jakarta Aquarium and Safari. The findings of this study provide a better understanding of domestic tourist satisfaction with service quality in indoor tourism destinations, particularly at the Jakarta Aquarium and Safari, which can help meet tourist destination quality standards. The results of the IPA can also help determine how domestic tourists perceive the quality of the main competency of JAQS services and identify areas that need further improvement. The results of the study cannot be generalized beyond this population, as they only include domestic tourists from Indonesia. It is very important that comparative studies are carried out on other indoor and outdoor tourist destinations to be more general. However, the results of this study do not guarantee the same results when various conditions are applied to the

allocation of different tourist population groups. Similar judgments should be made for comparative reasons.

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