

The Influence of Tourist Safety and Security Procedure Implementation on Tourist Satisfaction at Surabaya Zoo

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ABSTRACT

This study aims to analyze the implementation of tourist safety and security procedures and to examine the impact of these procedures on tourist satisfaction at the Surabaya Zoo. The study employs a quantitative approach, using data collection techniques such as questionnaires, field observations, and interviews. a total of 100 respondents participated in this study, while the multiple linear regression analysis used 96 data points after outliers were removed to meet the assumptions of the analysis. Descriptive analysis was used to address the first research objective, while multiple linear regression analysis was used to test the influence of tourist security and safety variables on tourist satisfaction. The results indicate that the implementation of security and safety procedures at the Surabaya Zoo has been effective. The regression test results indicate that tourist security and tourist safety have a positive and significant effect on tourist satisfaction, both partially and simultaneously. The tourist safety variable has a greater influence than the tourist security variable, with a regression coefficient of 0.453, while the tourist security variable has a regression coefficient of 0.331. The Adjusted R-Square value of 0.481 indicates that these two variables explain 48.1% of the variation in tourist satisfaction, while the remaining 51.9% is influenced by other factors other than those covered by the study. Based on the study's findings, the management of the Surabaya Zoo is advised to maintain and improve the implementation of security and safety procedures in order to enhance visitor satisfaction.

Keywords: tourist security, tourist safety, tourist satisfaction, Surabaya Zoo