

Analyzing Service Quality For Tourists At Jember Mini Zoo

Muhamad Farhan, S.Par., M. Sc. as a Chief Conselor

Christy Sefalira

Study Program of Tourism Destination

Department of Language, Communication, and Tourism

ABSTRACT

Jember Mini Zoo is an educational tourism destination in Jember Regency that offers various types of animals and facilities to visitors. In providing services, several aspects still need attention, including facility conditions, cleanliness, information delivery, and staff services.

This study aims to determine the quality of service based on visitors' assessments and to identify the service dimensions that received the highest and lowest scores at Jember Mini Zoo. This study employed a descriptive quantitative method using the Service Quality (SERVQUAL) approach, which consists of five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy. Data were collected through observation, questionnaires, and documentation. Respondents were selected using purposive sampling, involving a total of 100 respondents. The data were processed using SPSS version 25 with descriptive statistical analysis. The results based on the total mean score of each dimension showed that Assurance obtained the highest total mean score of 21.03, followed by Empathy with 20.94, Responsiveness with 20.78, Tangible with 20.49, and Reliability with 16.68. These results indicate that aspects of assurance, such as visitors' sense of safety, staff knowledge, friendliness, and professionalism, received the highest assessment from visitors. Meanwhile, Reliability obtained the lowest total mean score, indicating that the reliability of service still requires attention and evaluation. Overall, the findings show differences in visitors' assessments across the five service quality dimensions. Therefore, the management should maintain the aspects of service that have received positive assessments while improving the aspects with lower scores to further enhance visitor comfort.

Keywords: service quality; SERVQUAL; visitors; Jember Mini Zoo; educational tourism.