

ABSTRACT

This research was conducted to determine the effect of marketing mix on visitor satisfaction at Taman Safari Indonesia II Prigen. The purpose of this research is to find out and analyze how the marketing mix is given to visitors, how visitors' satisfaction with the marketing mix, the magnitude of the influence of the marketing mix simultaneously and partially on visitor satisfaction at Taman Safari Indonesia II Prigen.

This study uses quantitative methods with descriptive and causal research types. Sampling used non-probability sampling method with purposive sampling with a total of 400 respondents. Data analysis techniques used were descriptive analysis and multiple regression analysis.

Based on the results of simultaneous hypothesis testing, service quality has a significant effect on visitor satisfaction at Taman Safari Indonesia II Prigen. This is evidenced by $F_{count} > F_{table}$ ($120.082 > 2.60$) with a significance level of $0.000 < 0.05$. Based on the partial hypothesis test (t test) it was found that product, price, place, promotion, people, process, and physical evidence variables had a significant effect on visitor satisfaction at Taman Safari Indonesia II. Based on the coefficient of determination, it was found that visitor satisfaction was 68.2% and the remaining 31.8% was influenced by other factors not examined in this study such as visiting decision factors and visitor loyalty.

The conclusion of this study, the quality of service at Taman Safari Indonesia II Prigen is in the Good category, but there are several items that need to be improved, such as cleanliness and comfort at Taman Safari Indonesia II.

Keywords: Marketing Mix and Visitor Satisfaction.