

The Influence of Tourist Attractions and Service Quality on Visit Decisions (A Study on Domestic Visitors to Semarang Zoo, Semarang City)

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Abstract— The increasing competition among tourist destinations requires each attraction to highlight its uniqueness and service quality. This study examines Semarang Zoo, a leading destination in Semarang City, which faces challenges in sustaining and improving visitor numbers despite ongoing development and promotion efforts. The research focuses on the role of tourist attractions and service quality as key factors influencing visitors’ decisions. A quantitative explanatory approach was employed, with data collected through questionnaires distributed to 100 domestic visitors using non-probability and purposive sampling techniques. Data were analyzed with SPSS version 27.0, applying validity and reliability tests, correlation, determination coefficients, simple and multiple linear regression, as well as t-tests and F-tests. Findings indicate that tourist attractions significantly affect visiting decisions, while service quality also shows a significant impact. Both variables partially and simultaneously influence tourists’ decision-making. These results emphasize the importance of strengthening the attractiveness and image of Semarang Zoo in its tourism development strategy. Recommendations include developing diverse educational and recreational attractions, improving modern and visitor-friendly facilities, maintaining environmental cleanliness, and enhancing digital promotion. Additionally, responsive, friendly, and professional service from management is crucial to ensuring visitor satisfaction and fostering repeat visits to Semarang Zoo.

Keywords— Tourist Attraction, Service Quality, Visiting Decision, Semarang Zoo.

I. INTRODUCTION

Indonesia has a strategic geographical location with abundant natural resources from various sectors, including agriculture, forestry, marine life, livestock, plantations, mining, and energy. One of the key drivers of the economy is the tourism sector, which has immense potential in both natural and cultural attractions. The Indonesian Law No. 10 of 2009 states that tourism encompasses a wide range of travel activities supported by facilities and services from the community, businesses, and the government. Tourism not only plays a role in boosting the economy but also in preserving culture, raising environmental awareness, and empowering local communities. Data from the Ministry of Tourism and Creative Economy (2023) shows that the tourism sector contributed over 4.1% to the national GDP. This contribution proves that tourism is a potential sector that needs to be continually developed.

Semarang, as the capital of Central Java, has a rapidly developing tourism potential. There are 178 recorded tourist attractions, including natural, cultural, and man-made sites.

This diversity of destinations makes Semarang a popular destination for both domestic and international tourists. However, data shows fluctuations in tourist visits due to the COVID-19 pandemic and other factors. Semarang's easy accessibility by harbor, bus terminal, airport, and train station also contributes to the high level of interest from tourists. The city government is working to make tourism a leading sector with the hope of boosting the local economy and the welfare of its people.

Semarang Zoo is one of the premier tourist destinations in the city. Besides being a recreational spot, the zoo also serves as an educational and conservation facility. With its various animal collections, rides, and supporting facilities, Semarang Zoo has great potential to attract tourists. However, the number of visitors in the last five years has tended to decrease due to the pandemic and high competition from other tourist destinations.

TABLE 1.1 Domestic Visitor Data of Semarang Zoo 2019–2023

Year	Target Visitors	Actual Visitors	Achievement (%)	Growth (%)
2019	500.000	517.763	103,55	-
2020	200.000	196.902	98,45	-61,97
2021	200.000	190.194	95,10	-3,41
2022	400.000	454.853	113,71	139,15
2023	400.000	318.397	79,60	-30
2024	420.000	243.319	57,93	-23,58

Table 1.1 shows a downward trend in the number of visitors to the Semarang Zoo in Semarang City from 2019 to 2023. Increasing or maintaining visitor numbers at Semarang Zoo is quite challenging. This is due to the impact of COVID-19, as well as the growing tourism sector in Semarang, which inevitably brings with it increased competition. Several factors influence tourist interest, including the attractiveness of the attraction.

Semarang Zoo certainly has a number of main attractions that draw in tourists. The large collection of animals is a major draw for visitors, as are the various other attractions provided by the management, such as the conservation rides, mini-train, waterboom, animal shows, reptile cave, and photo opportunities with animals. However, according to several reviews, many visitors still complain about the facilities at Semarang Zoo. There are shortcomings in terms of cleanliness, from the parking area, ticket counters, animal enclosures, to the toilets. Some also complain about the lack

of trash bins, which makes it difficult for visitors. Additionally, there is a lake that looks very dirty and green.

In addition to tourist attractions, service quality also plays a very important role. Customers always want to receive a quality product that matches the price they paid, accompanied by good service quality. To assess service quality, one can compare customers' views with one another regarding the various services they received and the services they actually expected in terms of the service attributes provided by the company. Semarang Zoo still has issues with service quality. For example, there is a lack of staff or officers at several points, making it difficult for visitors to get information. Furthermore, there is minimal supervision in the waterboom area, and according to visitor experiences, the staff don't pay enough attention when it's time to close. Several visitors also stated they were dissatisfied with the service provided by the staff, whom they considered to be uninformative and unresponsive.

After examining what has been described above, such as the decrease in visitors during the endemic year which should have been a point of focus for redevelopment, the quality of facilities supporting tourist activities can be considered subpar. This includes cleanliness issues in several areas of Semarang Zoo, as well as service quality problems such as a lack of staff and several visitors expressing dissatisfaction with staff who were deemed uninformative and unresponsive. Additionally, areas around the temple near residents' homes are still not well-maintained in terms of cleanliness, and supporting facilities for trekking, such as toilets and rest stops, are limited. To understand the decision to visit, the author has researched three variables: tourist attraction, destination image, and the decision to visit.

II. MATERIALS

A. Tourism

According to (Rahayu, 2022), Tourism is a series of activities carried out by individuals or groups, both domestically and internationally, by utilizing services and supporting facilities provided by the government, companies, and the community.

B. Tourist Behavior

Tourist behavior is a series of actions performed by individuals, groups, or organizations during the decision-making process, from evaluating, planning, choosing, acquiring, to using economic goods or services, which are influenced by their surrounding environment (Modernisasi & Subianto, 2007). Tourist behavior encompasses all activities carried out by tourists to fulfill or satisfy their needs and desires related to their chosen destination. According to (Sandra & Dewanti, 2018), factors that influence tourist behavior include: (1) Tourist Attraction Factors: These include unique culture, historical heritage, art, local traditions, new experiences, comfort, witnessing local community activities firsthand (like making *canang sari* and offerings), ease of access, and psychological satisfaction. (2) Promotion Factors: This involves aspects from family, colleagues, information from travel agents, and sources like the internet. (3) Driving

Factors: These include a sense of prestige, temple structure, social interaction, peer influence, and the desire to escape from routine.

C. Visit Decision

The decision to visit is the point when a consumer recognizes a problem, need, or desire they want to address or fulfill by visiting a specific location to achieve satisfaction (Prawira et al., 2022). A visit decision is when consumers actually follow through with a visit after going through several stages and physical actions over a certain period of time. According to (Schiffman, 2019), the indicators for the decision to visit are: (1) Need Recognition: This occurs when there's a discrepancy between the desired condition and the current reality. (2) Information Search: After realizing a need and being motivated to fulfill it, consumers will proceed to gather various information. (3) Evaluation of Alternatives: This can be done in various forms and models, which generally assume that consumers make conscious and rational decisions. (4) Purchase Decision (or Decision to Visit): After the evaluation stage, consumers have usually found the solution they were looking for and begin to form the intention to "buy" (or visit) the most desired brand (or destination). (5) Post-Visit Evaluation: After the visit, tourists evaluate whether their experience met their expectations. This evaluation influences their intention to revisit and their likelihood of recommending the destination to others.

D. Tourist Attraction

A tourist attraction can be defined as an object or a place that shows uniqueness, beauty, and diversity, which attracts visitors to a tourist destination (Rosyidah et al., 2017). (Maryani Utama, 2017) suggests that there are several indicators for measuring tourist attractions: (1) What to see: The place must have unique objects and tourist attractions that are different from other areas. The "what to see" element includes natural scenery, art activities, and various tourist attractions. (2) What to do: In addition to offering various options for objects to see and enjoy, the place should also provide recreational facilities that make tourists feel comfortable and want to stay longer. (3) What to buy: Tourist destinations need to provide shopping facilities, especially for souvenirs and local handicrafts that can be purchased to take home. (4) What to arrive: This aspect includes accessibility, such as how to get to the tourist attraction, the type of transportation used, and the time it takes to reach the destination.

E. Service Quality

According to Lupiyoadi (2013:216), service quality is the degree of difference between the reality and the customer's expectations of the service they receive. Based on Lupiyoadi (2013), the indicators of service quality are: (1) Tangibles: The company's ability to demonstrate service quality through physical facilities, equipment, technology, and the appearance of employees, which makes customers feel comfortable and satisfied. (2) Empathy: Sincere and personal attention to customers by understanding their specific needs and providing convenient service times. (3) Reliability: The company's

ability to deliver services as promised in a timely, accurate, consistent, and trustworthy manner. (4) Responsiveness: The company's readiness to assist customers quickly, accurately, and with clear information, thereby creating a positive perception. (5) Assurance: The knowledge, politeness, and ability of employees to instill a sense of safety, trust, and confidence in customers regarding the company's service quality.

III. RESEARCH METHOD

This type of research is explanatory research which is a study to prove the existence of cause and effect and relationships that influence between variables or how a variable influences other variables. The sampling technique uses nonprobability sampling with purposive sampling and accidental sampling methods. The population in this study tourists who have visited Semarang Zoo. The sample in this study amounted to 100 respondents.

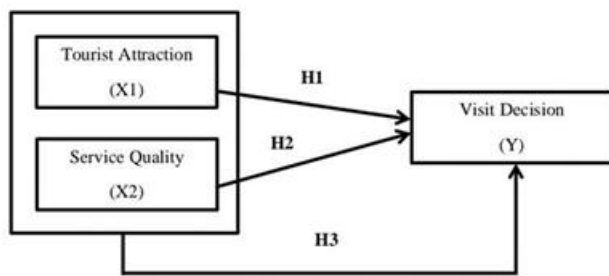


Figure 1. Hypothesis Model

- H1: There is a significant influence between Tourist Attraction (X1) and Visit Decision (Y).
- H2: There is a significant influence between Service Quality (X2) and Visit Decision (Y).
- H3: There is a significant influence between Tourist Attraction (X1) and Service Quality (X2) on Visit Decision (Y).

IV. RESULT

Hypothesis	R	R ²	Simple and Multiple Regression Analysis	t-Test and F-Test	Noted
	Corelation Coefficient	Determination Coefficient			
H1	0,748 (Strong)	0,626 (62,6%)	Y= 1.741 + 0.873X	t- Count (12,820) > t Tabel (1,984)	Accepted
H2	0,791 (Very Strong)	0,559 (55,9%)	Y= 1.372 + 0.604X	t- Count (11,152) > t Tabel (1,984)	Accepted
H3	0,821 (Very Strong)	0,674 (67,4%)	Y= -1.366 + 0.584X + 0.275X	t- Count (100,334) > t Tabel (1,984)	Accepted

The research data were processed using SPSS 27.0 for Windows. The following are the results of the study conducted. This subsection presents the research findings, namely: the tourist attraction variable obtained a correlation coefficient value of 0.748, which indicates that the

relationship between the tourist attraction variable and the visiting decision is strong. The determination test in this study showed that 62.6% of the tourist attraction variable influences the visiting decision. In the simple linear regression test, a regression coefficient of 0.873 and a t-count value of 12.820 were found, which means that the t-count > t-table (1.984) and the significance value < 0.05. Therefore, it can be concluded that H1 is accepted, meaning that there is an influence of tourist attraction on the visiting decision.

The service quality variable obtained a correlation coefficient value of 0.791, which indicates that the relationship between the service quality variable and the visiting decision is very strong. The determination test in this study showed that 55.9% of the service quality variable influences the visiting decision. In the simple linear regression test, a regression coefficient of 0.604 and a t-count value of 11.152 were found, which means that the t-count > t-table (1.984) and the significance value < 0.05. Therefore, it can be concluded that H2 is accepted, meaning that there is an influence of service quality on the visiting decision.

The tourist attraction and service quality variables obtained a multiple correlation coefficient value of 0.821, which indicates that the relationship between the tourist attraction and service quality variables with the visiting decision is very strong. The determination test in this study showed that 67.4% of the tourist attraction and service quality variables influence the visiting decision. In the multiple regression test, the regression coefficient of tourist attraction was 0.584 and service quality was 0.275. Thus, it can be concluded that the higher and better the tourist attraction and service quality, the higher the visiting decision of domestic tourists at Semarang Zoo. Furthermore, in the F-test, the calculated F value was 100.334 > F table (3.090). Therefore, it can be concluded that there is an influence of tourist attraction and service quality on the visiting decision.

V. DISCISSION

The first finding in this study proves that tourist attraction has a significant influence on the decision of domestic tourists to visit the Semarang Zoo tourist attraction in Semarang City. The managerial implication of this finding shows that tourist attraction plays an important role in influencing tourists' interest in visiting Semarang Zoo. This indicates that the more positive the tourists' perception of the attractions offered by Semarang Zoo, the greater the likelihood that they will decide to visit. Thus, it can be stated that there is an influence between tourist attraction and visiting decision. This study is in line with the research of Prayogi B (2023), which also found that tourist attraction influences visiting decisions. Based on the results of the analysis, it can be concluded that hypothesis 1, which states 'There is an alleged influence between Tourist Attraction and visiting decision among domestic tourists at Semarang Zoo, Semarang City,' is accepted.

The second finding in this study shows that service quality has a significant positive influence on the decision to visit the Semarang Zoo tourist attraction in Semarang City. This study is in line with previous research by Dayrobi et al. (2020),

which showed that service quality significantly influences the visiting decision variable. Based on the analysis presented, hypothesis 2, which states 'It is assumed that there is an influence between service quality and visiting decision among domestic tourists at Semarang Zoo, Semarang City,' is accepted.

The third finding of this study relates to tourist attraction and service quality, both of which influence visiting decisions. Pertiwi et al. (2022) showed that attraction and service quality together have a significant influence on visiting decisions, both in terms of first-time visits and repeat visits. Based on this analysis, it is concluded that the hypothesis stating there is an influence between tourist attraction and service quality on visiting decisions among domestic tourists at Semarang Zoo is accepted.

VI. CONCLUSION

Based on research conducted on 100 domestic tourist respondents at Semarang Zoo, Semarang City, it can be concluded that tourist attraction and service quality have a significant influence on the visiting decisions of domestic tourists at Semarang Zoo.

1. Tourist attractions have a strong influence on domestic tourists' decisions to visit Semarang Zoo. In general, its attractiveness is considered good, but improvements are needed in cleanliness, innovation of tourism activities, and the alignment of ticket prices with visitors' experiences.

2. Service quality has a strong influence on domestic tourists' decisions to visit Semarang Zoo. In general, the service is considered very good, but improvements are needed in the condition of physical facilities, staff competence, and information accuracy to achieve more optimal service quality.

3. Tourist attractions and service quality have a strong influence on domestic tourists' decisions to visit Semarang

Zoo. However, the dissemination of information through friends, family, and social media needs to be improved to make it more appealing and convincing compared to other tourist destinations.

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