

**THE LEVEL OF CUSTOMER SATISFACTION IN TAMAN WISATA
ALAM PUNTI KAYU**



**This reports is written to fulfill one of the requirements for the
subject of final report at English Department**

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STATE POLYTECHNIC OF SRIWIJAYA PALEMBANG

ENGLISH DEPARTMENT

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APPROVAL SHEET

**THE LEVEL OF CUSTOMER SATISFACTION IN TAMAN WISATA
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Palembang, July 2019

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STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2019

PREFACE

First of all, the writer would like to thank to Allah SWT for blessing that has been given to the writer so that the writer could finish this final report. The writer also would like to express the warmest gratitude to the prophet Muhammad SAW for warning and remembering every kindness or fault occur. This final report is entitled “The Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu”. This report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya.

In arranging this paper, the writer truly got lots of challenges and obstructions but with help of many individuals, those obstructions could pass. The writer also realized there are still many mistakes in process of writing this paper. Therefore, any suggestion and critics are always welcome. The writer also expects that this report can give advantages for readers, especially the tourists and also the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2019

The writer

ACKNOWLEDGEMENT

In this moment, this report is written to fulfill the requirement of final report. The writer also would like to say thanks to every people who have given many contributions to finish this final report. I want to say thanks to:

1. Allah swt for giving bless and mercy to finish this final report.
2. My prophet Muhammad saw
3. My beloved parents Mr. Aguscik and Mrs. Kholizah, thank you for your loves, prays, and being the best motivators for me
4. Advisors of final report, Dr. Nurul Aryanti, MPd. as first advisor and Drs. Sunani, M.M. as second advisor for their valuable assistance and inspiration to the completion of this final report.
5. Drs. M. Nadjamuddin. M.A as the Head of English Department and Sri Gustiani, M. TESOL., EdD as the Secretary of English Department
6. All the lectures and staffs in English Department who have educated and helped patiently
7. My beloved brother and sisters, thank you for your support and pray to support me
8. My friends in 6 BD class to support me finish the report.
9. My best friend and all of the people who help me finish the report.

Finally, the writer hopes that this report can give some benefits to those who are concerned in all. However, this final report is still far from being perfect, therefore any criticism and suggestion are always welcome.

MOTTO AND DEDICATION

Motto:

“BUILD YOUR OWN DREAMS OR SOMEONE ELSE WILL HIRE YOU TO BUILD THEIRS ”

-Farrah Gray-

This final report dedicated to:

Allah s.w.t

My beloved parents

My beloved sisters and brother

My close friends Yuda Permana, Trihandini, Elisa Wulandari, Dian Puspita Sari,
Ghina Dalillah Utari, Agustina, Hadiansyah

My lecturers at English Department State Polytechnic of Sriwijaya

ABSTRACT

THE LEVEL OF CUSTOMER SATISFACTION IN TAMAN WISATA ALAM PUNTI KAYU

(Agus Susanto, 2019: 52 Pages, 5 tables, 29 figures)

This final report discusses about the level of customer satisfaction in Taman Wisata Alam Punti Kayu. The purpose of this final report is to know the level of customer satisfaction in Taman Wisata Alam Punti Kayu. This study used the quantitative descriptive method. The data was collected through observation, and questionnaire based on Sabarguna's statement, then the data analyzing by using Likert Scale Calculation. Observation is done by took a picture in every area, there are Protected Forest Area, Outbound and Flying Fox Area, Children's Playground Area, Miniature Area, Bird Park Area. And also Public Facilities, Cleanliness, and the cost of tourism attraction. And questionnaire distributed to 80 respondents with the question based on Sabargua's statement, they are comfort aspect, aspect of service, aspect of facilities and cost aspect. The questions on the questionnaire divided into 3 questions of comfort aspect, 3 questions of aspect of service, 5 questions of aspect of facilities, and 3 question for cost aspect. The result shows that the level of customer satisfaction in Taman Wisata Alam Punti Kayu is Satisfied category. Even though there were a few unsatisfied in comfort aspect (cleanliness) and facility aspect (toilet and trash bin).

Keywords: level, customer satisfaction, taman wisata alam punti kayu

LIST OF CONTENT

APPROVAL SHEET	ii
PREFACE	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
MOTTO AND DEDICATION	vi
LIST OF CONTENT	vii
LIST OF FIGURE	ix
CHAPTER I	
INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	2
1.3 Research Purpose	2
1.4 Research Benefits.....	2
CHAPTER II	
LITERATURE REVIEW	3
2.1 Tourism Definition.....	3
2.2 The Kinds of Tourism	3
2.3 Potency Definition	6
2.4The Potency of a Tourism Definition	6
2.5 Elements of Tourism Destination	7
2.6 Taman Embung Senja	12
2.6.1 Location	12
2.6.2 History.....	12
2.6.3 Condition.....	12
CHAPTER III	
RESEARCH METHODOLOGY	13

3.1 Place of Research.....	13
3.2 Method of Research	13
3.3 Technique of Collecting the Data	13
3.3.1 Participants of the Research.....	14
3.4 Techniques of Analyzing the Data.....	15
CHAPTER IV	
FINDINGS AND DISCUSSION	16
4.1 Findings.....	16
4.1.1 The Result of Observation	16
4.1.2 The Result of Interview.....	25
4.2 Discussion.....	28
CHAPTER V	
CONCLUSION AND SUGGESTION	31
5.1 Conclusion	31
5.2 Suggestion.....	31
REFERENCES.....	33
APPENDICES.....	34

