

CHAPTER I

INTRODUCTION

1.1 Background

In this global era, tourism sector is growing rapidly because of the large number of visitors and the rise of new tourism destinations that can be attracted the visitors especially in Indonesia. According to Suhariyanto, (2019), Badan Pusat Statistik (BPS) noted that the number of foreign tourist/visitors come to Indonesia during 2018 had reached 15.81 million people. That number experienced an increase compared to the same period in 2017 of 14.04 million people.

Indonesia itself has many kinds of tourism destinations such as historical tourism, culinary tourism, sport tourism, educational tourism, religion tourism, and natural tourism destination. Many natural tourism destinations in Indonesia such as Komodo Island in NTT, Gunung Bromo in Surabaya, Taman Nasional Baluran in Jawa Timur, Danau Toba in Medan, Taman Laut Bunaken in Bunaken, Green Canyon in Jawa Barat, Gunung Rinjani in NTB, Danau Sentani in Jayapura, and Taman Wisata Alam in Palembang.

The tourism industry in the Palembang region as well as the tourism industry in general is growing rapidly. This is marked by the many artificial tourist attractions and natural tourism offered to the community, such as Benteng Kuto Besak, Kemaro Island, Kambang Iwak, Al-Munawar Village, Baba Boenjit, and Taman Wisata Alam Punti Kayu.

Taman Wisata Alam Punti Kayu is conservation forest that called by people as the lung of Palembang City and one of tourism destinations in Palembang which used as the family recreation. Taman Wisata Alam Punti Kayu is located in Palembang, precisely on Jalan Kol. H. Barlian Km 6.5 Palembang. Set to be a 50 ha Punti Kayu tourism forest based on SK Menteri Kehutanan. TWA Punti Kayu area has been cultivated by a third party (PT Indosuma Putra Citra) for natural tourism activities with

Izin Pengusahaan Pariwisata Alam (IPPA) in the area of TWA Punti Kayu covering 39.9 ha for a period of 30 years starting from 1999.

The attractions of Taman Wisata Alam Punti Kayu are more interest by visitors as indicated by the number of visitors. According to Anton (2019), In 2018, Taman Wisata Alam Punti Kayu Visited by Tourists as many as 400 people in a day in July to November and increase when holiday come. It makes that Taman Wisata Alam Punti Kayu is growing rapidly. Therefore, with the increasing number of visitors, the managers of TWA Punti Kayu are required to provide satisfying to visitors to get visitor satisfaction, thus it makes they visit again and can invite another visitor to come. One of the efforts made to give satisfaction to visitors is to improve the quality of tourism services, comfortable, facilities, and cost.

The quality of tourism services, comfortable, and cost can be obtained from customer satisfaction. Therefore, visitor satisfaction is very important to consider by the manager of TWA Punti Kayu. The level of satisfaction of visitors can provide information on the TWA Punti Kayu about the satisfied or unsatisfied level of customer satisfaction with tourist services. The level of customer satisfaction can also be used as an input for consideration and reference in making policies to improve the quality of that destination. So, it is important to do research on the level of customer satisfaction with TWA Punti Kayu, to find out whether visitors are satisfied with TWA Punti Kayu, satisfied or not their satisfaction is, whether it is very satisfied, satisfied, neutral, unsatisfied, or very unsatisfied. Which is written in the form of research with the title” The Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu “.

1.2 Problem Formulation

Based on the background above, the problem of final report is;

What is the Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu?

1.3 Research Purpose

The research purposes of this final report is to know the Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu.

1.4 Research Benefits

The benefits of this final report are:

1. For writer;
 - a. Giving Insight, Knowledge, and Experience about the Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu.
 - b. Could improve writing skills and novice research knowledge.
2. For readers;
 - a. Could be useful as a reference in doing on Final Report in same topic.
 - b. Adding knowledge and information to the readers about the Level of Customer Satisfaction in Taman Wisata Alam Punti Kayu.
3. For Institution;
 - a. The results will be useful as valuable feedback to their performance in serving their customers in Taman Wisata Alam Punti Kayu.