AN ANALYSIS OF VISITOR PROFILES AND SATISFACTION TOWARDS JUNGLELAND ADVENTURE THEME PARK, SENTUL CITY BOGOR, INDONESIA

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ABSTRACT

There are various components such as diverse products and services offered to the theme park visitors as an 'all-inclusive theme park experience'. The necessities in satisfying the needs of theme park visitors are crucial in retaining and attracting visitors to the park. The absence of research in visitor perceived experience at the Indonesian theme park has led this study to examine the profiles and satisfaction level of visitors at the theme park. This study aims to examine the profiles and factors that contributed to visitor satisfaction at JungeLand Adventure Theme Park, Indonesia. A total of 384 questionnaires were distributed to previous visitors at JungeLand Adventure Theme Park using 'Google Forms' between August to October 2020. The questionnaire was meant to assess the demographic profiles and the factors influencing the satisfaction level of the theme park visitors. Descriptive statistical analysis was used to examine the satisfaction of visitors towards various components at the theme park. Findings revealed that single, high-school female students aged between 18 to 22 years old, are the majority of visitors to the theme park, who visits the park mostly on weekends and companied by friends. Visitors were mostly satisfied with the 'Interaction with Staff' variables, followed by the 'Facilities' for rides available at the park and the discount and promotion of 'Ticket Prices'. Findings provide reliable suggestions for developing effective promotional materials, which in turn will help theme park operators to enhance their offerings and services while also enriching visitors' experiences.

INTRODUCTION

As one of the most populated country in the Asia Pacific region, Indonesia has tourism assets which need to be reinforced and empowered as a pillar of the country's economy. The growing global recognition of Indonesia's tourism attractions has become an important tool in boosting Indonesia's image in the international arena. (Kementerian Pariwisata dan Ekonomi Kreatif Indonesia, 2019). As stated by Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, Republik Indonesia (2020), Indonesia's tourism industry has greatly increased, attracting domestic and international tourist. In December 2019, up to 1.377.067 million international visitors arrived in Indonesia, the majority of whom came from Malaysia, Singapore, China, Australia, and Timor-Leste. In December 2019, up to 1.377.067 million international visitors arrived in Indonesia, the majority of whom came from Malaysia, Singapore, China, Australia, and Timor-Leste. Furthermore, Indonesia's domestic travel reached 303.40 million trips in 2018 (Badan Pusat Statistik, 2019). Tourism is currently the most profitable industry and the primary source of income in the majority of countries. As a result, each county has taken several steps to attract more tourists, including expanding the tourism sector and introducing new artificial tourist attractions that are more appealing.

According to Albattat and Romli (2017), the theme park industry, also recognised as a tourist commodity in some countries, has grown rapidly in this emerging economy, either regionally or globally. Theme park attractions have the potential to improve a destination's reputation, promote tourism, support the economy, and provide visitors with educational, leisure, and entertainment opportunities. Aside from that, the theme park provides local residents with employment opportunities, which helps to sustain and expand the country's economic growth. The theme park industry has grown rapidly over the last three decades due to the advancement of various types of theme parks in terms of size, ability, amenities, and entertainment offerings (Aziz et al., 2012). Theme parks, as destination service providers, provide their target group with moments and experiences. Rides, food and beverages, merchandise, and performances are all important

components in providing visitors with memorable experiences. However, in order to maximise theme park revenue, the theme park management team must maintain the satisfaction and loyalty of current visitors while also attracting new target visitors (Razak & Shamsudin, 2019). In doing so, theme parks can not only increase their ticket sales and visitors' expenditure but also contribute effectively to economic growth by drawing visitors both domestically and internationally. This is due to the fact that the most important factor affecting the success of every tourist attraction is giving visitors what they want and meeting their desires in order to inspire their behavioural intentions, such as returning to theme parks. Recognising the primary factors that increase the desirability of services and facilities allows top management to make more improvements to current services and facilities that can accommodate their current visitors while also attracting more visitors (Aziz et al., 2012).

The presence of numerous theme parks in Indonesia has enticed the majority of domestic visitors to choose theme parks as a leisure activity. Domestic tourists act as an integral part to boost the theme park's earnings. Domestic tourists, according to Badan Pusat Statistik (2019), are individuals who travel throughout the territory of a region to visit commercial attractions and/or stay in commercial lodging, but not on a daily trip (school or workplace), with travel periods of less than six months and travel distances greater than or equal to 100 (one hundred) kilometres, with no intention of earning money at a commercial establishment. Theme parks, as one of the travel destination attractions, reflect visitors' attitudes toward new and unique experiences. To satisfy visitors, the theme park provides an entertainment experience by combining the theme with artificial amusement amenities and customer service (Lai et al., 2010). As one of the tourism destination attractions, theme parks represent tourists' attitudes who search for fresh and interesting experiences. According to Geissler and Rucks (2011), providing superior customer service is a critical concern for theme park management. Despite the fact that theme parks compete with one another, they also struggle to persuade visitors to spend their disposable income on a theme park attraction. Understanding this allows park management to make necessary improvements while also identifying overlooked features of the theme park itself that can be commercialised more in order to maximise revenue and profit. They added that monitoring

visitor's satisfaction is vital in the theme park industry. The level of visitors' satisfaction can be monitored through the assessment of visitors' experience in a theme park. Numerous attractions, performances, food stalls, souvenirs, and other facilities and entertainment are offered by theme parks to maximize the visitor's experience in a theme park (Poulsson & Kale, 2004).

The issue raised in this study is how the theme park company can manage visitor satisfaction by maximising the perceived experience, which is critical in determining future revisit intention. Razak and Shamsudin (2019) conducted a study that looked at the impact of Malaysia's theme park atmosphere on tourist satisfaction and loyalty. In another study, Ali et al. (2018) suggested that customer satisfaction and loyalty should be measured by the physical environment, interactions with staff, and other factors at the theme park. Aziz et al. (2012) suggested that theme park visitors' revisit intention was determined by the satisfaction of the perceived emotional factors. Another study conducted by Bigné et al. (2005) described the perceived emotional factors which relate to customer satisfaction influence the consumer's loyalty at a theme park. In the latter study, Albattat and Romli (2017) stated factors such as queue management, variety of attractions, and quality of service received at the theme park were used to examine visitor satisfaction. In conclusion, previous studies suggested that visitor's satisfaction was influenced based on several factors. However, none of the studies mentioned above were carried out in Indonesia. Besides, there are currently no studies in the Indonesian region that discuss the factors that influence visitor satisfaction at theme parks. Furthermore, this research was conducted at the JungleLand Adventure Theme Park, Indonesia's largest theme park. The study's findings could be used as a reference not only by JungleLand but also by other theme parks looking to improve and enhance their offerings to visitors.

JungleLand Adventure Theme Park

Indonesia is one of the richest countries in terms of tourist attractions in the Asia Pacific region. Specifically, with various types of tourist destinations, West Java Province is highly potential in attracting domestic tourists. According to *Badan Pusat Statistik* (2019), the West Java region was reported to be the second-highest domestic trip for a tourism destination in Indonesia in 2018. In

comparison, 38.5% of Indonesian domestic tourists prefer to travel for holiday and recreation intention in 2016, and the figure rose in 2018 up to 42.9%t of total domestic tourists seeking the same intention (*Badan Pusat Statistik*, 2019). Due to the lack of study and accurate data on the satisfaction level of domestic tourists at the theme park industry in the West Java region, Indonesia, hence becomes the urge to conduct the study in these areas. The main focus of this study was to explore the visitors' profile and factors that determine their satisfaction towards the JungleLand Adventure Theme Park.

For the purpose of this study, the researchers decided to investigate a theme park in Bogor, Indonesia named JungleLand Adventure Theme Park. The theme park is located in Sentul Nirwana Residence, Jl. Jungle Land No.1, Karang Tengah, Kec. Babakan Madang, Bogor, Jawa Barat 16810, Indonesia. JungleLand Adventure is Indonesia's first theme park to deliver the sensation of a natural mountain landscape, surrounded by shady trees and crossed by a river (Nindyo, 2019). JungleLand Adventure Theme Park, which is strategically situated in the foothills of Mount Pancar, is ideal for tourists who enjoy a lush green setting with warm and windy weather conditions. JungleLand Adventure Theme Park, Indonesia's biggest theme park, is a great place to explore for teens, families, and other tourists of all ages. The JungleLand Adventure Theme Park offers a variety of rides and amenities for visitors, with a focus on entertaining and facilitating them (Mugi, 2013). JungleLand Adventure Theme Park is also strategically located and easily available for domestic visitors visiting from other locations. In Indonesia, the JungleLand Adventure Theme Park has successfully attracted more tourists to select theme parks as leisure and outdoor activities.

METHODOLOGY

Quantitative research method was adopted in this study. Based on the JungleLand Adventure Theme Park 2019 Annual Report, the study population includes a total of 910,329 visitors who visited and experienced the JungleLand Adventure Theme Park in 2019 (refer Figure 1). There were three categories of visitors namely; 641,354 visitors by group travel (for example Corporate visitors, Edutainment visitors, and Travel & Event Organizer visitors); 260,174 regular visitors;

and 8,801 annual pass visitors. The researcher used the sample size table of Krejcie and Morgan (1970), to determine the number of the sample needed for this study. Based on Krejcie and Morgan (1970), 384 visitors need to be selected as the sample size to represent the study population. The simple random sampling technique was selected to collect the data for the study. This technique is defined as any individual in the population of interest would have the same probability to be included in the research study (Burns et al., 2008). By using this type of sampling, the respondents are chosen randomly and it could minimize all potential bias in the research study (Hox, 2008).

JUNGLELAND ADVENTURE THEME PARK VISITORS GRAPHIC 2019
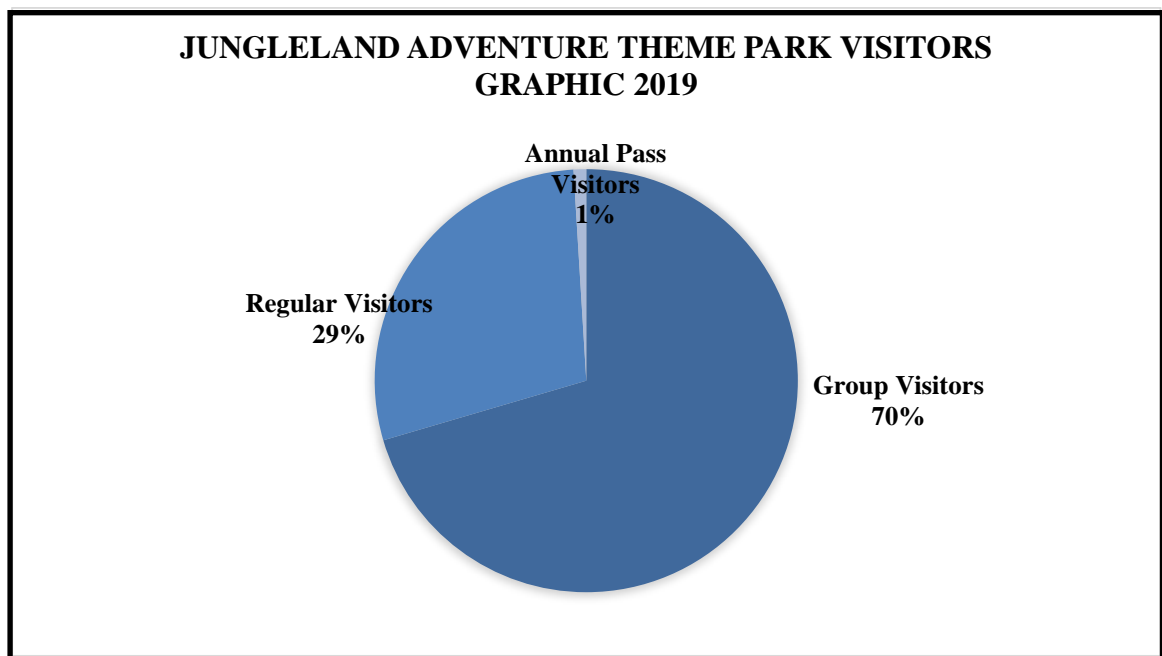
Figure 1. Number of visitors at JungleLand Adventure Theme Park in 2019

(Source: JungleLand Adventure Theme Park Annual Report 2019)

A questionnaire was used as a means to collect data for the study. The questionnaire was distributed using Google Forms as the platform for respondents to answer the questionnaire. The questionnaire was divided into two sections. Section A covers the respondents' personal information that consists of their various demographic profiles. Section B consists of the factors that might influence visitor's satisfaction towards the theme park such as ticket prices; rides; shows; facilities; shops; and interaction with staff. The questionnaire was written in English and consisted of closed-ended questions. A five-point Likert Scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) was used to measure the visitor's

statement towards the satisfaction towards their theme park experience.

Procedures for data collection began from August 2020 to October 2020 with the distribution of the questionnaire. The respondents for this study were carefully selected based on the JungleLand database online system. The availability of respondents data from the three categories of visitors mentioned earlier has greatly aided in identifying the respondents used in this study. The researcher provided the respondents with a link to the Google Forms website where they could access the questionnaire. The researcher approached the respondents via social media platforms such as Instagram and WhatsApp, where the link to the questionnaire was shared. The researcher was able to effectively obtain responses from respondents with the aid of social media. For assurance of confidentiality, the respondents were informed that their participation in answering the questionnaire was entirely voluntary and that their responses would be kept strictly confidential. The respondents were asked to complete the questionnaire after having visited the theme park attraction. The questionnaire can take up to 15 minutes to complete. This method used in the current study ensured that the questionnaire responses were accurate and honest, with no intervention or influence from the researchers.

RESULTS

Demographic Profile of Respondents

Table 1 shows the demographic profiles of respondents involves in the study. The male respondents of Jungleland Adventure Theme Park accounted for 103 visitors (26.8%) while the female was dominating with 281 respondents (73.2). Most of the respondents' age was between 18 - 22 years old with 236 (61.5%), followed by below 18 years old with 58 (15.1%). Predominantly, the respondents of the theme park are single and married with 334 (87.0%) and 48 (12.5%), respectively. Moreover, the respondents were from various geographical locations in Indonesia with 295 (76.8%) from West Java as the highest number of respondents, followed by 61 (15.9%) from Jakarta. Visitors' monthly income range with below than [1]1.000.000 IDR consists of 191 respondents (49.7%), followed by 117 (30.5%) has income range between 1.000.000 IDR –

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[1] 1.000.000 IDR equals to 287.27 Malaysian Ringgit

3.000.000 IDR and 49 (12.8%) has 3.000.000 IDR – 5.000.000 IDR. The visitor's monthly income was consistent with the types of occupation visitors held. Most of the visitors with 235 (61.2%) were students, 84 (21.9%) full-time employment and 20 (5.2%) involves in a part-time job. For the category of self-employed and housewives visitors, there was an equal number with 16 (4.2%) respondents, unemployed with 11 (2.9%), and only 2 (0.5%) respondents from the retired category.

Table 1

Demographic Profile of the Respondents

| Item	Frequency	Percentage (%)
Gender		
Male	103	26.8
Female	281	73.2
Age		
Below than 18 years old	58	15.1
18 – 22 years old	236	61.5
23 – 27 years old	46	12.0
28 – 32 years old	20	5.2
33 – 37 years old	5	1.3
More than 38 years old	19	4.9
Marital Status		
Single	334	87.0
Married	48	12.5
Divorced	0	0.0
Widowed	2	0.5
Province		
Banten	12	3.1
Jakarta	61	15.9
West Java	295	76.8
Central Java	5	1.3
Yogyakarta	1	0.3
East Java	8	2.1
Others	2	0.5
The Highest Level of Education		
Elementary School	18	4.7
Middle School	10	2.6
High School	173	45.1
Diploma	65	16.9
Bachelor's Degree	111	28.9
Master's Degree	7	1.8
Ph.D.	0	0.0

Level of Income (per month)

Below than 1.000.000 IDR	191	49.7
1.000.000 IDR – 3.000.000 IDR	117	30.5
3.000.000 IDR – 5.000.000 IDR	49	12.8
More than 5.000.000 IDR	27	7.0
Occupation		
Student	235	61.2
Full-time Employment	84	21.9
Part-time Employment	20	5.2
Self-employed	16	4.2
Housewives	16	4.2
Retired	2	0.5
Unemployed	11	2.9

Demographic Characteristics

Figure 2 shows the day of their visit to the theme park. The majority of respondents with 263 (68.5%) agreed that they visited the theme park during the weekends, while 121 (31.5%) visited during the week.
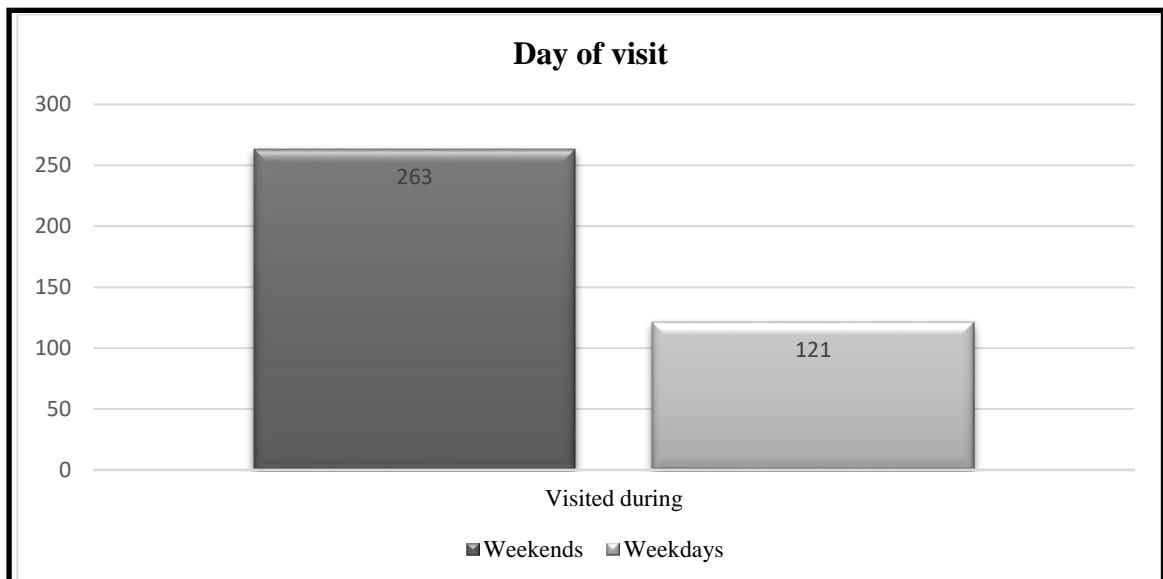
Figure 2. Visitors' visiting day to the theme park

Figure 3 indicates the JungleLand Theme Park travel companion. The majority of respondents tend to visit the theme park with their friends by 235 respondents (61.2%), family with 138 (35.9%), and travel alone with 11 (2.9%).
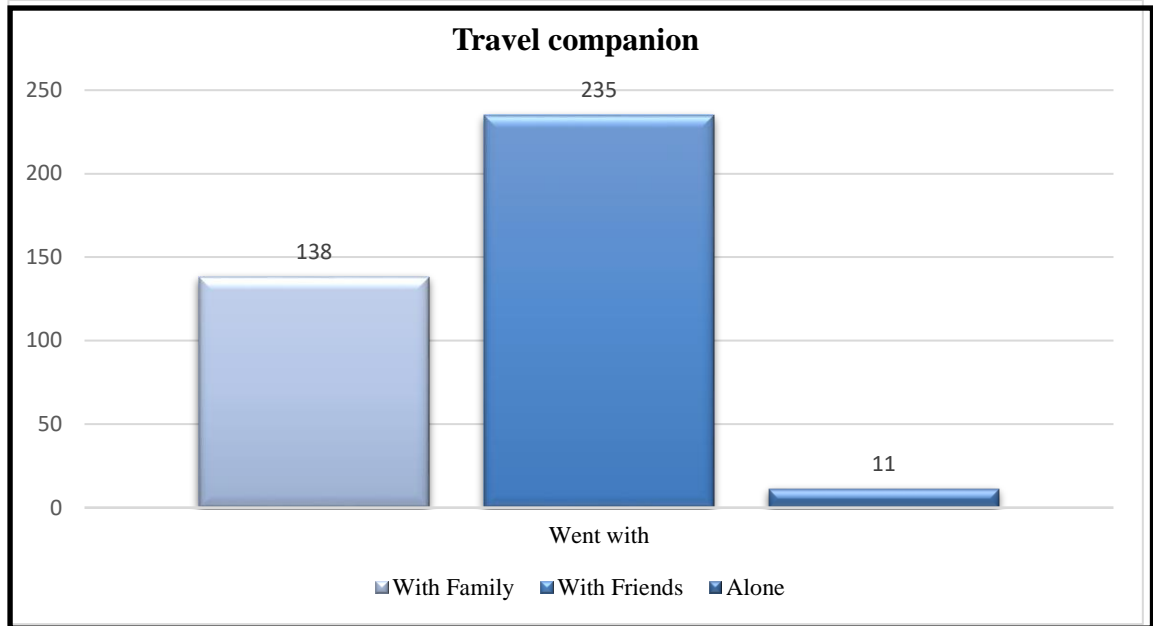
Figure 3. Visitors' travel companion

Figure 4 shows the demographic characteristics of the time visitor spent at the theme park. 47.1% (181) of respondents spent half-day and 45.3% (174) spent most of their time at the park.

Figure 4. Time spent at the theme park

Factors determine Visitors' Satisfaction towards JungeLand Adventure Theme Park

This section explores the factors that determine visitor's satisfaction towards the JungleLand Adventure Theme Park. Six components associated with visitor's satisfaction namely; Rides;

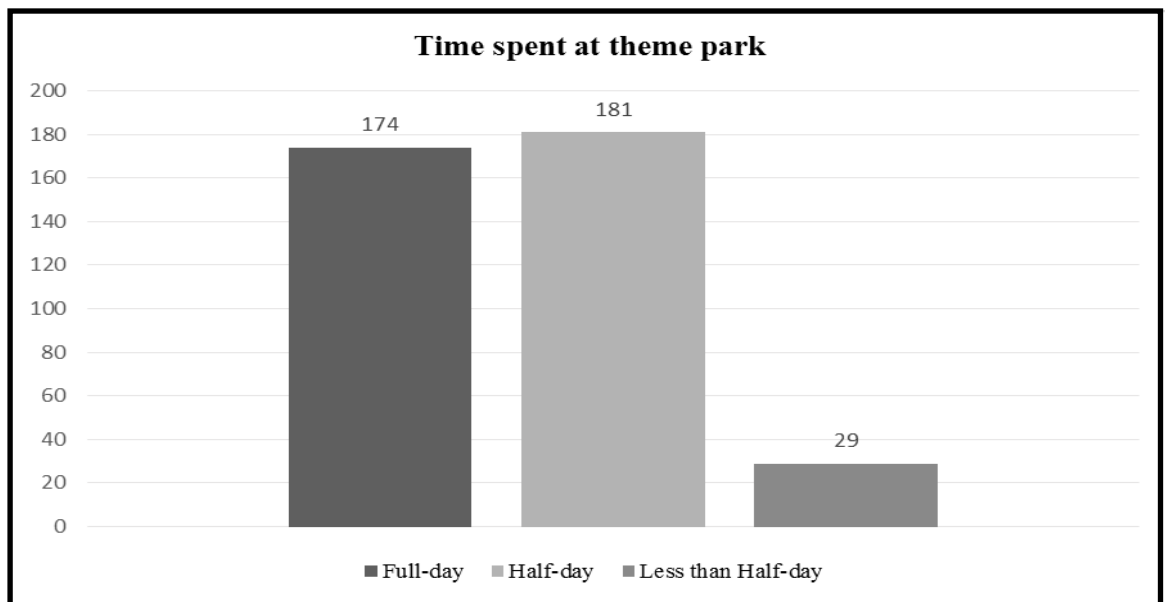Shows; Ticket Price; Facilities; Shops; and Interaction with Staff. The means and standard deviations of indicators on a five-point Likert scale ranging from 1 being "Strongly Disagree"; 2 being "Disagree"; 3 being "Neutral"; 4 being "Agree"; and 5 being "Strongly Agree". Items in each component were considered satisfied or dissatisfied if their mean score was above or below 3.00 respectively. This measuring scale included 25 objects that represented the six previously described elements. Table 2 summarises the findings of this report on factors that determine visitors' satisfaction toward the JungleLand Adventure Theme Park. Based on the results of the data analysis, respondents are generally satisfied with the products and services offered at the theme park. The descriptive analysis of SPSS is used to derive the summated mean scores ratings of each item. The summated mean scores ranged from 3.77 to 4.10, indicating that all items were perceived to be satisfied.

In terms of 'Interaction with Staff', visitors likely to rate this component as the most satisfied with the summated means score of 4.1. The highest mean score of 4.14 indicated that "The staff are helpful in assisting the visitor", "The staff provides clear instructions before riding a ride" (M = 4.12), "The staff are friendly" (M = 4.09), "The staff are knowledgeable about the features in the theme park" (M = 4.07), and "The staffs are very courteous" (M = 3.94). The remaining summated mean scores, as shown in Table 2, were the 'Ticket Prices' component. The highest mean score is 4.09 with a standard deviation of .846 on the item of "The discount and promotions are worth it", followed by "The financial transactions are secure and safe enough" (M = 4.02), and "The price of the ticket are affordable and reasonable" (M = 3.76). The summated mean scores for Facilities (M = 3.82) components were rated at third place for satisfying visitors at the theme park. The highest mean score of 3.99 indicated visitors satisfied with "The parking spaces are ample and sufficient", "The food and beverage outlets are easy to find" (M = 3.98), "The prayer room is clean and neat" (M = 3.91), "The toilets are clean and smell good" (M = 3.85), "The food and beverage outlets are various" (M = 3.80), and the least satisfied for "The food and beverage outlets prices are reasonable" (M = 3.45). The summated means for 'Rides' and 'Shops' components were equal with means scores of 3.79 respectively. The highest mean value for 'Rides' is "The rides are challenging and exciting" (M = 4.02), followed by "The rides are various

and unique" (M = 3.86), and "The line-up of the rides are less crowded" (M = 3.49). The remaining components were 'Shops', with the highest mean value of 3.92 for the "The snack shops are easy to find" item. In conclusion, the least rated component was 'Shows' with the highest item mean value of 3.79 (The show performers are pleased to take pictures with the visitor). This was followed by "The shows are attractive and interactive" (M = 3.77).

Table 2

Descriptive Analysis of Factors determine Visitors' Satisfaction towards JungleLand Adventure Theme Park (N = 384)

Components/Items		Mean	Std. Deviation	Summated Means for Components
Rides				3.79
1	The rides are various and unique.	3.86	.803	
2	The rides are challenging and exciting.	4.02	.790	
3	The line-up of the rides is less crowded.	3.49	.988	
Shows				3.77
1	The shows are entertaining and interesting.	3.75	.914	
2	The shows are attractive and interactive.	3.77	.882	
3	The show performers are pleased to take pictures with the visitor.	3.79	.941	
Ticket Prices				4.00
1	The price of the ticket is affordable and reasonable.	3.76	.944	
2	The financial transactions are secure and safe enough.	4.02	.744	
3	The discount and promotions are worth it.	4.09	.846	
Facilities				3.82
1	The parking spaces are ample and sufficient.	3.99	.895	
2	The prayer rooms are clean and neat.	3.91	.894	
3	The toilets are clean and smell good.	3.85	.892	
4	The food and beverage outlets are easy to find.	3.98	.892	
5	The food and beverage outlets are various.	3.80	.900	
6	The food and beverage outlets' prices are reasonable.	3.45	.992	

7	The free shuttle bus service is helping the visitor in accessing the theme park.	3.73	.975	
Shops				3.79
1	The snack shops are easy to find.	3.92	.835	
2	The snack shops are serving various foods and beverages.	3.82	.838	
3	The souvenir shops are selling interesting items.	3.66	.915	
4	The souvenir shops are convenient.	3.73	.837	
Interaction with Staff				4.1
1	The staff are friendly.	4.09	.858	
2	The staff provides clear instructions before riding a ride.	4.12	.818	
3	The staff are very courteous.	3.94	.772	
4	The staff are knowledgeable about the features of the theme park.	4.07	.840	
5	The staff are helpful in assisting the visitor.	4.14	.761	

CONCLUSION

This paper has presented factors that determine visitors' satisfaction towards the JungleLand Adventure Theme Park in Indonesia. According to the findings of this report, the majority of visitors to the JungleLand Adventure Theme Park were female. This finding is related to Cavagnaro and Staffieri (2015), who discovered that, in comparison to male travellers, female travellers have a stronger desire to travel where they see it as an opportunity in engaging with destination-visited and as a form of self-growth and development. Although statistical data by Badan Pusat Statistik Kementerian Pariwisata (2017) proven a contrary result that Indonesian male domestic traveller was higher in number in terms of tendency in travelling as compared to the female traveller. Nonetheless, between the years 2016 to 2017, there has been an increase in the number of Indonesian female travellers who are likely to participate in travel activities.

Results from the survey found that the majority of the visitors in the theme park are within the age range of 18 – 22 years old and the highest level of education for most of the visitors are high school holders. In this regard, the growth of the youth travel industry patterns to visit a theme

park corresponds with a study by UNWTO (2016), which stated that the travel market of youth travellers has risen in recent years with the rise of young people's spending patterns and standard of living. Furthermore, UNWTO (2016) investigated that young travellers aged 15 to 29 years old have characteristics that favour visiting different countries, meeting new people, being adventurous, gaining new knowledge, and seeing travel as an important part of their everyday lives. This revelation may help the theme park marketers to understand the age group of the majority of their visitors. This will help them to tailor the services and facilities that are more suitable for this group of visitors.

Other than that, dominantly the visitors are a student with monthly income below than 1.000.000 IDR (Indonesian Rupiah). According to Chiu et al. (2015), young travellers spending pattern differs depending on their purchasing behaviour especially towards tourism product. This finding is supported by previous research by Tsang et al. (2012), who found that the majority of theme park visitors are local residents who fall into the low-income category. This finding also confirms Carr's (2005) research, which shows that although students have relatively low levels of income, it appeared that this low-income group has a high interest tendency and a strong desire for tourism. Another possible explanation is that, as stated by Xu et al. (2009), students' tourism travel expenses are funded by their families. Also, besides spending money from parents, students depend on saving their money on travelling and gain earnings from doing additional work while travelling (WYSE Travel Confederation, 2018). This may be one of the possible explanations for the fact that the theme park visitors are price conscious and that the management should be aware of this so that they could match their pricing strategy with the purchasing power of their visitors.

It appears that the theme park's market is mostly adolescent that lives tolerably imminent to the theme park's location. As a matter of fact, the visitors for this study are domestic tourists that predominantly came from the West Java area with a marital status single. Also, this study found that the visitors prefer to visit the theme park with their friends as compared to go with relatives or even by themselves. UNWTO (2016) claimed that young travellers are seeking social interaction with other youngsters in broadening their knowledge. Moreover, Rennick-Egglestone et al. (2011) stated that according to their result of interviews, theme park visitors tends to visit a

theme park in groups rather than individually. The findings also relate to the arguments by Lo and Leung (2015) that stated local visitors incline to visit with friends and family to intensify their bonding by experiencing activities within a theme park. Other than that, this finding substantiates by the findings of Fotiadis and Kozak (2017) that found most of the visitors visit a theme park with their friends as it relates to the factor dominantly the visitors' single marital status.

Additionally, most of the JungleLand Adventure Theme Park visitors' characteristics are incline to visit the theme park during their discretionary time, which is, weekends and preferred to spend their time on the theme park only for a half-day. In particular, these findings validate by the findings of Albattat and Romli (2017) that mentioned group visitors were likely to spend much more time in comparison with solo visitors and also, Recker et al. (2001) argued that individuals consumption time in terms of participating in travel activity is restricted imposed on their daily obligations. In accordance, upon findings that have been mentioned above, Ratthinan and Selamat (2017) stated that students are more preferred to visit theme park during school holiday or weekend as students are constrained with academic commitments and Kemperman et al. (2003) found that low-income group of visitors of a theme park conduced to spend less time compared to the high-income group of visitors. Eventually, the findings of the demographic profile of theme park visitors support Cheng et al.'s (2016) arguments that there is a substantial impact on visitor's demographic profile to their characteristics in travel activities. Within this context, the result confirmed the outcomes from studies by Fotiadis and Vassiliadis (2016) and Tsang et al. (2012), who found that most of the demographic background of visitors' are female with single marital status and came from a low-income group of people.

According to the findings of the study, the visitors were mostly satisfied with the staff at the theme park. This finding supports previous research by Ali et al. (2018); Slåtten et al. (2011); Fletcher (2003), who claimed that interaction with staff at a theme park plays a major role in affecting visitor's experience and satisfaction. Furthermore, theme park staffs' attitudes and relationships with visitors must be monitored in order to generate positive emotions in theme park visitors. The park's staff's helpful, friendly, polite, and prompt behaviour is likely to influence visitors' perceived quality when assessing a theme park. Moreover, Kusluvan and Kusluvan

(2000) stated that most services in the tourism industry are dependent on the success of employee performances due to employees and customers are close enough physically and psychologically to affect each other. The findings from the current study indicate that the visitors are enjoying a high standard of service from the park's staff in terms of helping and assisting the visitors. This is critical since several studies have shown the significance of staff's performance in retaining visitors' intent to return.

The study findings revealed that the theme park visitors were satisfied with the ticket price components. Contrary to the present result findings, Shahedul Alam et al. (2020) found the theme park visitors in Bangladesh were dissatisfied with the admission price. This shows JungleLand Adventure Theme Park is competent in satisfying their visitors by giving worthy various seasonal promotions and discounts, affordable ticket prices, also safe and secure financial transactions. This validates the findings by Lo and Leung (2015) which mentioned that promotions and discounts at a theme park are vital strategies in attracting visitors and persuade their purchasing decisions. Furthermore, Milman (2009) demonstrated, in contrast to tourists, local visitors have are more price-conscious towards theme park price of admission. Since JungleLand Adventure Theme Parks' visitors are mostly locals, and they are satisfied with the ticket price, this indicates that JungleLand has successfully positioned themselves in terms of pricing in the minds of their prospective visitors. This research also emphasised the significance of pricing in retaining demand for a particular attraction. This is because, according to Cheng et al. (2013), it is important to pay attention to the pricing attributes. After all, they provide a significant attribute for visitors in evaluating the success of a theme park.

The theme park's facilities were ranked third in terms of visitor satisfaction. This finding supports the result by Ahmad et al. (2014), who found that facilities are rated as the second-most satisfactory factor in attracting tourists to the park. In addition, Moutinho (1988) mentioned that pleasant facilities are among the important factors for tourists while visiting a theme park. By providing ample and sufficient parking space, maintain the cleanliness of the surrounding area, having various food and beverage outlets, and accommodate shuttle bus service in accessing the park, visitors to JungleLand Adventure Theme Park are pleased with the park's facility design.

This also emphasises the fact that, while people visit a theme park primarily to enjoy the rides and performances, the auxiliary facilities play an important role in improving visitors' experience and satisfaction while visiting the park. Besides facilities, visitors were quite satisfied with the feature of shops within the JungleLand Adventure Theme Park. According to Dridea & Strutzen (2008), souvenir shops are one of the features in a theme park which are highly significant to the visitors of the park. Other than souvenir shops, various and excellent quality food and beverage shops also act as an indispensable component within a theme park (Geissler & Rucks, 2011).

Moreover, a research study by Wong and Wan (2013) revealed that the convenient location and size of the shops predispose towards visitors satisfaction of shops characteristics. In this regard, the shops of JungleLand Adventure Theme Park are located in a very accessible and convenient area that offers various kinds of food and beverages, also unique and enticing souvenir items for the visitors. Hence, the management of JungleLand Adventure Theme Park has adequately provided snack shops and souvenir shops for the visitors of the park as an integral part of the theme park's components. These findings highlight another important aspect of the management of a theme park. Other than providing pleasant facilities to their visitors, the availability of souvenir shops and food and beverage outlets with reasonably priced offerings can also enhance visitors' experience of a theme park.

According to the findings of this report, theme park visitors were dissatisfied with the rides at the park. This is due to a crowded line-up for a ride, as well as a lack of diversity in the rides provided by the theme park. A study about theme park in China by Li (2010) confirmed that tourists of a theme park are greatly influenced by the perceived waiting time, provided waiting information, and the waiting environment. Moreover, Lee and Lambert (2006) highlighted that perceived waiting time is considered as a part of service quality, where the longer perceived waiting time it takes, the lower it results on satisfaction evaluation service against provider service quality. Hensley and Sulek (2007) also revealed that the satisfaction of visitors with perceived waiting time remarkably influenced the willingness of visitors in prompting a place destination to friends and relatives. In fact, Deng (2011) and Albattat and Romli (2017) has discovered that the vast majority of the visitors would feel dissatisfied with the management of

the theme park due to the failure in regulating the queue management and meeting the reasonable waiting time expected by the visitor in an overcrowded situation at a theme park situation.

Finally, the theme park also offers visitors the element of entertainment from the 'shows' itself which later help in satisfying the visitors' expectations. Ahmad et al. (2014) revealed that the entertainment element that theme park offered to the visitors are greatly influenced in their satisfaction appraisal towards theme park. Even though rides are the main attributes that the visitors are looking for, still, shows are also rated as an essential satisfaction attribute of the theme park visitors (Lo & Leung, 2015). Kao et al. (2008) also mentioned that the theatrical elements of a theme park which consists of actors, stage, and performance are fused as a theme of the park which is linked to the elevate of perceived quality of the visitors. Furthermore, Song and Cheung (2010) examined that most of the visitors are seeking for a novel and special outdoor performance experience in a natural environment. Another important finding from the study was that, while the primary reason for people visiting a theme park is to ride the rides, theme parks must also provide other types of activities that are entertaining, interactive, and visually appealing to enhance the park's visitors' experience.

This research study has contributed to the tourism industry in terms of managing the performance of theme parks as well as visitor experiences. Theme parks have been identified as one of the major contributors to attracting tourists and the findings of this study have provided valuable information to the theme park operators to successfully manage their visitors' experience. As a result, it contributes to maximising theme park performance in order to attract more visitors to spend their leisure time and money at a theme park. Furthermore, the theme park's company, JungleLand Adventure Theme Park, benefits from this research because it assists the theme park's management in assessing the park's quality and evaluating the features within it. This is because the evaluation was based on the visitors' perceptions of their visit to the theme park.

Measuring visitor satisfaction is crucial to maintaining a theme park's positive image and its overall quality. Other than the related theme park, this research study is thought to be useful for other theme park companies because it can be used in understanding and satisfying theme park

visitors. Theme park visitors, on the other hand, can also benefit from this research study from improved quality of products and services provided by the theme park. Furthermore, the products and services of the theme park will also be more worthy of the visitors' in terms of time and money spent at the theme park. In conclusion, this study could serve as a future reference as an improved basis of knowledge focusing on theme park management. The findings from this study could be used in exploring and understanding the concept and features of a good theme park. At the same time, demographic profiles and characteristics of theme park's visitors and their relation to visitor satisfaction were explored.

The researcher's limitations in this study are primarily due to the worldwide outbreak of COVID-19 disease. Throughout the research data collection phase, the researcher was greatly impacted by the pandemic. JungleLand Adventure Theme Park has, under those circumstances, been temporarily closed for 9 months from March 2020. In order to distribute the questionnaire and obtain answers from respondents, the researcher changed over to conduct online data collection. It was difficult for the researchers to get adequate responses from the interviewees by collecting data online because most of them refused to answer the questionnaire. Because of this, it took the researcher longer than expected to collect the 384 responses from the respondents. This study highlighted the importance of improving the overall experience towards elements at the theme park in order to satisfy visitor satisfaction. It is recommended that JungleLand Adventure Theme Park maintain its products and services in order to maximise visitor satisfaction, as well as improve the quality of the rides, shows, and ticket prices, as these are the three lowest-valued variables for boosting the theme park's excellence and increasing visitor satisfaction. Further studies may extend the findings of this research by broadening the scope of the study to include other larger theme parks in terms of the number of rides and annual visitors. The researchers would like to suggest that future studies examine the various types of visitors with various characteristics in terms of the quality of the theme park's feature that affects the level of satisfaction with the theme park. Similarly, future studies may also extend this research by expanding the questionnaire questions and broadening the sampling size, as well as including clusters from various groups.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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