

ABSTRAK

Salah satu satwa yang menjadi primadona bagi Taman Safari Indonesia I, Bogor, adalah *The Giant Panda (Ailuropoda melanoleuca)*. Selain menjalankan program konservasi bernama *loan breeding*, Taman Safari Indonesiamengemasnya menjadi sebuah daya tarik wisata berbentuk ekshibisi yang bernama Istana Panda Indonesia. Daya tarik Istana Panda Indonesia menimbulkan *repeatvisitor*. Semakin banyaknya jumlah wisatawan yang berkunjung ke Istana Panda Indonesia, maka harus diimbangi dengan kualitas pelayanan yang memuaskan. Penelitian ini bertujuan untuk mengetahui tingkat kualitas pelayanan dan pengaruhnya terhadap kepuasan wisatawan di Istana Panda Indonesia agar dapat bersaing dengan kompetitor lain.

Penelitian ini menggunakan pendekatan kuantitatif deksriptif. Data primer dikumpulkan melalui observasi, penyebaran kuesioner kepada pengunjung Istana Panda Indonesia dan wawancara semi terstruktur dengan *Staff* Istana Panda Indonesia. Data sekunder diperoleh dari studi pustaka.

Hasil penelitian menunjukkan bahwa tingkat kualitas pelayanan di Istana Panda Indonesia tergolong sangat baik dan tingkat kepuasan wisatawan tergolong sangat baik. Hasil menunjukkan adanya pengaruh antara kualitas pelayanan dan kepuasan wisatawan di Istana Panda Indonesia.

Katakunci: Istana Panda Indonesia; kualitas pelayanan; kepuasan wisatawan; Taman Safari Indonesia.

ABSTRACT

*Giant Panda (*Ailuropoda melanoleuca*) is one of the fauna that becomes the main attraction at Taman Safari Indonesia I, Bogor. In addition to running a conservation program called loan breeding, Taman Safari Indonesia packs it into an exhibition-based tourist attraction called Istana Panda Indonesia. The attraction of the Istana Panda Indonesia raises repeat visitors. The increasing number of tourists visiting the Istana Panda Indonesia, it must be balanced with satisfying service quality. This study aims to determine the level of service quality and its effect on tourist satisfaction at the Istana Panda Indonesia in order to compete with other competitors.*

This research uses the descriptive quantitative methods approach. Primary data was collected through three months participant observation, distributing questionnaires to visitors and semi-structured interviews with the company staff. Secondary data obtained from literature study.

The results shows that the level of service quality at the Istana Panda Indonesia was very good and the level of tourist satisfaction was very good. The results shows an influence between service quality and tourist satisfaction at the Istana Panda Indonesia.

Keywords: *Istana Panda Indonesia; service quality; tourist satisfaction; Taman Safari Indonesia.*