

ABSTRACT

This research aimed to know family visitors' perception towards animal based tourism quality product with Seakhoa-King (2007) adopted measurement about tourism quality product and Lee (2015) measurement about animal welfare. This research is being held in Bandung Zoo, Bandung City, West Java. Seakhoa-King measurement about tourism quality product plus Lee (2015) measurement about animal welfare created through quantitative method. Researcher sees visitors' perception based on eight dimensions of tourism quality product, such as variety of facilities and attractions, affordability, availability of tourism information, safety, cleanliness and tidiness, relaxation, children friendliness, and animal welfare. This eight dimensions will be analysed and described based on collected data. The research is done by collecting 100 questionnaires to visitors; parents who have and bring their children to Bandung Zoo. The result of this research shows that family tourists' perception towards variety of facilities and attractions, affordability, availability of tourism information, safety, cleanliness and tidiness, relaxation, children friendliness, and animal welfare are all good.

Keyword: Family visitors' perception, animal based tourism quality product, Bandung Zoo.

INTISARI

Tujuan dari penelitian ini adalah mengetahui persepsi pengunjung keluarga terhadap kualitas produk yang ditawarkan Kebun Binatang Bandung dengan memakai pengukuran yang diadopsi dari Seakhoa-King (2007) mengenai kualitas produk wisata dan penelitian Lee (2015) mengenai kesejahteraan hewan. Penelitian dilakukan di Kebun Binatang Bandung, Kota Bandung, Jawa Barat. Pengukuran Seakhoa-King dirancang dan dilakukan melalui penelitian kuantitatif. Peneliti melihat persepsi pengunjung berdasarkan delapan dimensi kualitas produk wisata, yaitu macam fasilitas dan atraksi, keterjangkauan, ketersediaan informasi wisata, keamanan, kebersihan dan kerapian, relaksasi, ramah anak, dan kesejahteraan hewan. Delapan dimensi kualitas produk pariwisata ini kemudian dianalisis dan dideskripsikan. Penelitian ini dilakukan dengan menyebarkan 100 kuesioner kepada pengunjung keluarga yang memiliki dan membawa anak. Hasil dari penelitian ini adalah pengunjung mempersepsikan baik dimensi macam fasilitas dan atraksi, keterjangkauan, ketersediaan informasi wisata, keamanan, kebersihan dan kerapian, relaksasi, ramah anak, dan kesejahteraan hewan.

Kata Kunci: Persepsi pengunjung keluarga, kualitas produk wisata berbasis hewan, Kebun Binatang Bandung