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VALIDATION OF ADAPTED BAHASA MALAYSIA VERSION OF THE EXPECTANCY VALUE MODEL OF ACHIEVEMENT CHOICE QUESTIONNAIRE
SATISFACTION OF THE WATER IN THE OCEAN PARK WATER
ADVENTURE BUMI SERPONG DAMAI (BSD) AND SNOWBAY WATER
PARK, TAMAN MINI INDONESIA INDAH (TMII)

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ABSTRACT

Research is done to see the pleasure of the water in the ocean park in bsd water adventure and snowbay water park management. The study is done at 7 June to 9 June 2013, the poll by the data the method used in the survey desriptif number 60 among 30 men in the water adventure ocean park in bsd 30 people and snowbay water park management. This can be seen from the results of every five planes and has a total of satisfaction of the water in the ocean park in bsd water adventure with the result as follows: great satisfaction to 77 % and 23 % for satisfaction is, in tmii, the water park snowbay 70 % higher satisfaction and 30 % for a while. The satisfaction of the water in the ocean park in bsd water adventure is a dimension a tangible results as follows: take the dimensions of 39 %, a gain of 9 % of reliability, a percentage of a 26 % responseveness, assurance by a gain of 13 percent, emphaty get a percentage of 13 %. Satisfaction with the results of research conducted the visitors in the game of water management for snowbay water park is a dimension a tangible results as follows: a gain of 40 %, a gain of 9 % of reliability, responseveness dimensions, as much as 27 % of obtaining a 14 % of assurance, take to emphaty get a percentage of 10 %. Based on the results of the study was made clear that the satisfaction of the water in the ocean park in bsd water adventure and snowbay water park in tmii, the most high.

Keywords: Satisfaction water park management

Preliminary

Attractiveness of tourism potential to be in accordance with the market development and to determine the exact and appropriate. Happy marpaung argue that there are a lot of tourism attractiveness and divided into different types of traction system of classification. In a major tourist attraction to be classified into two classifications: (1) natural attraction, (2) The attractiveness of the culture, (3). The man’s charm
The water was a famous tourist destinations in Indonesia just like in Ancol, Atlantis Water Adventure the jungle water park in Bogor Snowbay Water Park, Taman Mini Indonesia Indah on Waterboom in Lippo Cikarang Bekasi, and Ocean Park in BSD Water Adventure.

The water was a famous tourist destinations in Indonesia just like in Ancol, Atlantis Water Adventure the jungle water park in Bogor Snowbay Water Park, Taman Mini Indonesia Indah on Waterboom in Lippo Cikarang Bekasi, and Ocean Park in BSD Water Adventure. An alternative to the water in the Ocean Park in BSD Water Adventure and Snowbay Water Park has managed in a professional management. Permaian the water is expected to be a magnet for people, it is still far from expectation due to there are still many things that have to be repaired as soon as the game is not enough and management capability of the many who have tourism potential in a professional management of water. And snowbay water park the other three hectares in the area of tourism berlokasikan in Taman Mini Indonesia Indah (TMI). Trying to offer the management of park imaginative Snowbay water that has a snowy mountains an area of around 70% of the water park snowbay snowbay water park in the region would also provide the best performing and it was extraordinary, the entertainment and play together to make a more impressive for fun and Snowbay Water Park people.

People often complain about the prices that are used in a standard tariff for traveled much. The visitor should pay ticket entrance of Taman Mini Indonesia Indah (TMI) will first give a good hiker, or vehicles the visitors wajibkan seteleah in return for Snowbay Park ticket price is expensive water management. Moreover, if the number of visitors to be safe keeping of goods in a bawaannya for storing goods in a locker but visitors to dress again with the other in the locker for hire. A number of visitors who come to the park, the Ocean Water Adventure BSD still have a lot of improvement, management, both in terms of marketing management and tourism places. In addition to which there is no easy for pengunjung they were going out of the region, transportasinya, as well as the local guides it is not good to communicate with any foreign tourists. According to some visitors visit the water park snowbay would be relatively expensive price of ticket which is a tourism place in the city, in which there is no other moreover, human resources (SDM) in a game in which one is a lack of water could not be more visitors to come quickly. The management also complained about some of the less it is because many of those who could not be used. All of these things to the
satisfaction of its visitors who come to the park, the ocean water adventure bsd and snowbay water park management. A general feeling of satisfaction is defined as being thwarted not enjoy the service or after something else. Customer satisfaction is to get consumers' confidence absolutely not to switch to other products. A pleasure resort in the water in the ocean park and snowbay is an obligation that must be fulfilled by the management, such as the pool, in this case the tourism services. If in satisfaction of visitors to the water in the ocean park and snowbay could be met, the tourism activity will keep going on even be enhanced. Thus, scientists are interested in the study of the satisfaction of the water in the ocean park water adventure bsd and snowbay water park management.

The theoretical

Customer satisfaction is that it does not enjoy the feeling of being thwarted in the service of something or other. Absolute kepuasan consumer confidence is to get consumers to switch to products or other products. A bipolar puasan is the opposite of what pleasure. The factors that influence the perceptions and their customers or customer service of another for a price. Image the service, and the service.

Christopher Lovelock deciding that the consumer has essentially identical with some kind of satisfaction to the quality of services to our customers, or of the nature of a provision; tangibles other, reliability, responsiveness, assurance, and empathy. A point is defined by customers or customer satisfaction of some criteria, or the quality of services. Diana Fandy Tjiptono and Anastasia argue that consumers are based on several factors such as the quality of service, or invisible, facility consisting of the physical, equipment, employees as a means of communication. In this facility, physical peralatan and in the game, complete equipment including in this context is a tool a means of communication in the internet as a tool of communication and the public phone.

Reliable, the ability to do the service of the right, accurate and faithful service. To have a sense of what the employee skills in response to the need and the people. Ketanggapan, the staff are the consumers and employees and deliver for providing services to act. With a sense of what the staff and the employee can be provided to help people in need. Security, of knowledge, the skills, civility and is believed to be characteristic of the staff, and employee free from danger doubts or risk.

1. Visitors

Visitors is a group of people or the people who are here somewhere for the purpose of taking it in my spare time to get pleasure.

Tourism

Tourism is from the word turisti by definition, a person who travel somewhere. From time to time, we find many people who needs to have a place of relaxation.

2. Tourism

In a clear and simple place far from the city, many people have made a trip to the south. Tourism is usually several hours to a few days in the area.

Sources

1. The source of nature that can be found at the bottom of the sea bottom.
2. The source of dance that can be seen at the ceremony.
3. The source of culture that can be seen in the temple, the mosque, and the church.

The water

The water that contains salt that contains...
tourist who is visiting or a trip at least as far as 80 km (50 miles) from the house, for the purpose of the world tourism organisation is by definition. The visitors were visiting. He visited somewhere in the year to be called also visitors. There's lots of visitors are somewhere in the well adolescence or adulthood, at this time we find most of the teenagers because it is a routine activity held and it needs to get rid of a recreational saturation. Lots of people are used to having a recreational activities to find satisfaction.

2. Tourism
In a close relation to the terms of the understanding that was just a place for a chance in a person dwelling in, day out as a reason not to make the payments. There are two categories of people travelling tourism. One is that, and when he was at least in the area for 24 hours to get to. Meanwhile, if one is less than 24 hours to live in an area that he described the visit as tourists.

A. Tourism objects
Something that can be described as the tourism objects having the character of, or characteristic of, a monumental this means that the existence of life or priode it has quite a long time and are generally known to many people.

Oka.A. Or yoeti think there are some of the objects to be a magnet for someone to come to visit to tourist destinations, the resources, among others.

1. Sources are natural and natural resources. In this climate, of the nature the animals, flora, crater, the sea the river, and the fish of the sea bottom caves, a cliff, the valley, a mountain, etc.

2. The sources of human resources, human nature ). For example, the dance theater, the play, the funeral, the marriage ceremony a ceremony to mark the most important events, etc.

3. The sources of human resources (man) made of the past, such as culture historical monumen-monumen ibdah pura, and the like temple, the mosque, the church, the museum, his music a funeral, etc.

B. Tourist attraction
The tourist attraction is something to serve tourist attraction that will be used in an entertainment show and to see or watch every person be paid in the form of ticket entrance

The water
The water is applied to the voluntary or activity based on the
feeling excited by using the media to gain water. Water is to the benefit of a motor, skills, and training for independency sensory, develop the ability to empathy and warmth in the house. Developed a motor, don’t play cards, water children often cry screaming and beri. Karen a sensation of cold water be wet, but it is also pleasing. Move, almost the entire body the training, and other organs, as the heart and lungs. Besides coordinating with a trained and motor and physical.

**Snowbay Water Park, Taman Mini Indonesia Indah**

Snowbay water park is water management and good pleasure to fill a family holiday developed in the area of taman mini indonesia indah tourism. The manager of the offering that snowbay waterpark imaginative with the snowy mountains an area of around 70% of snowbay water park, snowbay water park in the region would be best to give a water and it was extraordinary, the entertainment and play together to make a more impressive for fun and snowbay water park people. For snowbay water park could be used, among others, some of the water hurricane, flushbowl, thypoan river, boomblaster, cool, running the press and many other again.

- **Wahana Hurrican**
- **Wahana Flush Bowl.**
- **Wahana Thypoan River**
- **Wahana Boomblaster**
- **Wahana Cool Running**
- **Spa**

**Ocean Park Bumi Serpong Damai Water Adventure**

From the castle, the fish a giant mushroom, dream boat, the shell, rocky palace, splash town, lazy river along 500 meters the children, the pool a waterfall; a massage the spiral slide, slider in order and race to bungee trampoline.

- **Of the children**
  The first to be met by the pool.

- **Wave of the pacific**
  The key is to ride on the beach. For example, on the part of the pacific ocean is the wave.

- **The caribbean river**
  The visit was on the caribbean the tide pool is surrounding this place.

- **The slide of the fun**
  Like most of the other ocean park in bsd supplied with water adventure ride or drive to the slides. The fun of it, and it is called the
level it had reached 15 meters in length, 85 feet.

- **The Racer Slide**
The form of a straight line and a steep slide is to drive at high speed is that which consists of four lanes, it is very interesting to exchange and the downward into the pond.

- **Lagoon The Bahama.**
A waterfall can a massage to rub hard to feel relaxed with a waterfall in the lagoon in the bahamas vacation

- **The Splash Town**
Visitors can enjoy diwahana it was pleased with the water. Splash in the town, visitors can play a joke the family ria basah-basahan, and water. Of where it’s used by all the children in the family and you.

- **The Bungee Trampoline**
This game is a game of jump rope or a trampoline a very attractive and exciting

**The methodology**
Based on the research and the method used in the survey was deskriptif with this method for testing technique, by means of which the chief kuesioner to the problems which related to the satisfaction of the water in the ocean park water adventure bsd and snowbay water park management.

**The results**
Each with the maximum value of a different dimension. Tangible to a minimum and maximum 60 the value of 12 reliability of 15 to a minimum and maximum value of 3 responsiveness to a minimum and maximum value of 40 8 assurance to a minimum and maximum value of around 4 and emphaty to a minimum and maximum value of twenty four. Each dimension to it as a result of the following:

<table>
<thead>
<tr>
<th>No</th>
<th>Dimension</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>High</td>
</tr>
<tr>
<td>1</td>
<td>Tangible</td>
<td>22 73%</td>
</tr>
<tr>
<td>2</td>
<td>Reliability</td>
<td>23 77%</td>
</tr>
<tr>
<td>3</td>
<td>Responsiveness</td>
<td>17 57%</td>
</tr>
<tr>
<td>4</td>
<td>Assurance</td>
<td>16 53%</td>
</tr>
<tr>
<td>5</td>
<td>Emphaty</td>
<td>13 43%</td>
</tr>
</tbody>
</table>
Table 2 total of visitor snowbay

<table>
<thead>
<tr>
<th>No</th>
<th>Dimension</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tangible</td>
<td>high 21 70%</td>
</tr>
<tr>
<td>2</td>
<td>Reliability</td>
<td>23 77%</td>
</tr>
<tr>
<td>3</td>
<td>Responsiveness</td>
<td>15 50%</td>
</tr>
<tr>
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<td>Assurance</td>
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</tr>
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<td>17 57%</td>
</tr>
</tbody>
</table>

Conclusions and recommendations

A. The conclusion

The result is that the satisfaction of the water in the ocean park in bsd water adventure of 23 people in the category of high 7 people with medium category and there is nothing in the category of low. So you can see that the number of visitors in satisfaction of the water in the ocean park water adventure bsd viewed from the most to the sum of the number of the people are of 23 (77%). Satisfaction with the results of research that for the visitors in the game of water management for snowbay water park people with the total rate of 21, 9 people in the medium and there is nothing in the category of low. So you can see the number of visitors in the satisfaction of water on the water park snowbay be viewed from the most to the sum of the number of the people are of 21 (70%).

And the satisfaction of the visitors in the water in the ocean park water adventure bsd be seen from a plane and research indicates that this is a dimension of the most tangible with a high percentage of 39%, and then this is a dimension of responsiveness of 26% is the highest in these two, and to follow on with the assurance of a 13 percent, in a empathy has a dimension of 13 percent and the lowest in at 9% of the reliability of the plane.

Satisfaction with the results of research conducted the visitors in the game of water on the water park snowbay be viewed from any dimension after conducted research indicates that this is a dimension of the most tangible with a high percentage of the 40 percent, and then to 27% of which is a dimension of responsiveness to two to follow with assurance and a 14%, with the percentage of and empathy on a percentage is a dimension to 10% and the lowest percentage of 9% in the dimensions and reliability.

B. Advantages

After satisfied

- Satisfactory water management may be
- For the development of tourism in jakarta
- To develop into an international consumer
- Unj fikhi
- To see the services of the

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Tjiptono Fardianto
B. Advice

After satisfaction of knowing the percentage of the water in the ocean park water adventure bsd and snowbay water park management:

- Satisfaction with the number of visitors can be the dimensions of it may be known by the tourism management growth management.
- For the visitors in the water to make a reference to the water tourism place in jakarta and tangerang, bumi serpong damai, south jakarta and taman mini indonesia indah, especially.
- To do the program will add information about water to the consumers.
- Unfik as a reference to to conduct study for the tourism.
- To see the dimension of giving satisfaction to fulfill pengujung / services to customers. To make the management of knowledge about a consumer satisfaction to customer satisfaction.

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Jayusman, dkk. profil pengunjung objek-objek wisata keagamaan di jawa tengah.