

**THE EFFECT OF FACILITIES LAYOUT AND SERVICE QUALITY ON VISITORS  
COMFORT IN GEMBIRA LOKA ZOO YOGYAKARTA**



Arranged By:

**Jovanka Neysha Arta Mevia Usmanij**

**20180410332**

**INTERNATIONAL PROGRAM MANAGEMENT AND BUSINESS  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2022**

**UNDERGRADUATED THESIS**

Submitted as a Partial Fulfillment of the Requirement for the Attainment of the Degree of  
Bachelor of Economics in the Faculty of Economics and Business Department of Management  
Universitas Muhammadiyah Yogyakarta



Submitted by:

**Jovanka Neysha Arta Mevia Usmanij**

**20180410332**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2022**

## DECLARATION

I hereby:

Name : Jovanka Neysha Arta Mevia Usmanij

Student number : 20180410332

Declared the Undergraduated Thesis entitled "THE EFFECT OF FACILITIES LAYOUT AND SERVICE QUALITY ON VISITORS COMFORT IN GEMBIRA LOKA ZOO YOGYAKARTA" its content is truly the word of my own and I did not plagiarism or quotation in ways that are inconsistent with the prevailing ethics in the scientific community. On this statement, I am ready to bear any risk, or any sanctions imposed to me in accordance with the applicable regulations, if in the future it is found any breach of scientific ethics, I am willing to accept the consequences.

Yogyakarta, 20 June 2022



Jovanka Neysha Arta Mevia Usmanij

## MOTTOS

- "تَعْلَمُونَ لَا وَأَنْتُمْ يَعْلَمُ وَاللَّهُ لَكُمْ شَرٌّ وَهُوَ شَيْئًا نُحِبُّوهُ أَنْ وَعَسَىٰ لَكُمْ خَيْرٌ وَهُوَ شَيْئًا تَكْرَهُوهُ أَنْ وَعَسَىٰ"

(*Surat al-Baqarah: 216*)

"The best revenge is, make yourself better."

(*Ali bin Abi Talib*)

"I urge you to listen to your heart. Things may feel a little difficult right now, but somewhere out there, luck and opportunity is waiting for you." (V)

"Allow yourself to take it easy. Take one step at a time. You might discover the important things you were missing, and they will reach out to you." (Kim Seok Jin)

"You are the leader of your own life." (J-Hope)

"Love yourself. Love myself. Peace." (Suga)

## **DEDICATION**

This undergraduate thesis is dedicated to the researcher's parents; The late father Cornelis Usmanij, Mrs. Shandra Katili, the researcher's older sister; Novelia Usmanij, the researcher's grandmother; Nur Waluyan as well as the entire extended family who always pray for me, always provide support in everything, including in doing this thesis. The researcher would like to express the highest gratitude to the supervisor, Mrs. Ika Nurul Qamari, who has provided moral and material encouragement and has always provided motivation so that the researcher can complete this undergraduate thesis well. Researcher support system for the last four years; Asyifa Aghniya, Alyunda Delivia, Ade Andrilla, Sevia Andani, Salsabila Tiar, Ziyad Ridho, Naufal Zafran, Aurel Syahreza, Vito Anggana, Rangga Putra, Raffi Putra, Eva Mayoni, Anung Tirta, Amel Inggamal, Kenty Astuti, Siti Masruroh, Nauril Salma, Laurent, and friends from IMABS 2018 who often motivates in soft to harsh way, listen to researchers in good and bad conditions, always gives happiness, become good friends for researchers, and become a new family for researchers while in college. My best friends are Sitti Pontoh, Siti Nurmala, Larashaty Suharto, Vibrilla Djanas, Rizka Azhari, Rivaldi Panai, Rivhal Abudi, Andika Arahman, Diandra Katili, who always give encouragement from beginning to end so that researchers can complete this research and always provide motivation to researchers. My ARMYs friends Sitti Pontoh and Riska Oktaviani, who always motivates researchers, gives researcher happiness when researcher got stressed, and gives researcher encouragement so researchers can finish the thesis quickly and just like our idols. My friend's cousin Dwi Abdullah and Cika Mamonto, who helps researchers in many ways. And to BTS members as a special people who has always been a loyal listener to researchers, always encourages researchers when researcher feels like giving up, and has become a support system with their songs and their highly entertaining video content to researchers.

## **PREFACE**

All praise and gratitude are only to Allah SWT because of Him this undergraduate thesis entitled “ The Effect Of Facilities Layout And Service Quality On Visitors Comfort In Gembira Loka Zoo Yogyakarta ” is submitted as a partial fulfillment of the requirement for the attainment of the Degree of Bachelor of Economics in International Program of Management and Business, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. Researcher hopes this topic can give benefit for the organization in taking strategic decision and gives idea development for next research.

In arranging this undergraduate thesis, a lot of people have provided advice, support, and motivation for the researcher. In this valuable chance, the researcher would like to express her appreciation and thanks to all of them. The researcher would thank to:

1. Dr. Ir. Gunawan Budiarto as the rector of the University of Muhammadiyah Yogyakarta.
2. Dr. Rizal Yaya, SE, M. Sc., Ak., CA as the dean of Economics and Business Faculty
3. Dr. RR. Sri Handari Wahyuningsih, SE, M.Si. as the head of Management Department
4. Radyan Dananjoyo, SE., MM., M.Sc., Ph.D as the director of International Program of Management and Business
5. Dr. Ika Nurul Qamari, SE, M.Sc. as my supervisor who always given me the best advice, knowledge, and also his time. So, I can complete this undergraduate thesis.
6. My Parents, Alm. Mr. Cornelis Usmanij and Mrs. Shandra Katili, who have been through a lot of struggles and pains. But I promise I wont let it all go to waste. I want to do my best for every trust I have. Im going to grow, to be the best I can be. This achievement is my special offering to My Parents.

7. Kim Namjoon, Kim Soekjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung and Jeon Jungkook who are members of the BTS Group who provide motivation and support to researchers through songs full of meaning and enthusiasm in researcher's difficult times.
8. Last but not least, I wanna thank me, for believing in me, for doing all this hard work, for having no days off, for never quitting, for just being me at all times.
9. To all my friends and relatives that I can't mention one by one.
10. All parties who have provided support, assistance, convenience and enthusiasm in the process of completing this final project.

May Allah repay the kindness for all parties involved for their respective goodness. Researcher hopes that Allah will always provide physical and spiritual health to all of us. Amen! Yes Rabbal 'aalamiin. The author realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions and further research development are needed for the depth of writing on this topic. Hopefully this undergraduate thesis could be as useful as it should be.

Yogyakarta, June 20, 2022

Jovanka Neysha Arta Mevia Usmanij

## TABLE OF CONTENTS

COVER.....	ii
TITLE PAGE.....	iii
VALIDITY.....	iv
DECLARATION.....	v
MOTTOS.....	vi
DEDICATION.....	vii
ABSTRACT.....	ix
PREFACE.....	x
LIST OF TABLE.....	xv
LIST OF FIGURE.....	xvi
CHAPTER I.....	1
INTRODUCTION.....	1
A. Background.....	1
B. Research Question.....	4
C. Research Objectives.....	4
D. Research Benefits.....	5
CHAPTER II.....	6
LITERATURE REVIEW.....	6
A. Theoretical Framework.....	6
B. Previous Research.....	19
C. Research Model.....	21
D. Hypothesis Development.....	22
CHAPTER III.....	23
RESEARCH METHOD.....	23
A. Research Approach.....	23
B. Research Objects and Subjects.....	23
C. Sampling Technique.....	24
D. Data Type.....	24
E. Data Collection Technique.....	24



<b>F. Operational Definition of Variables.....</b>	<b>25</b>
<b>G. Research Instrument Testing.....</b>	<b>27</b>
<b>H. Data Analysis and Hypothesis Test.....</b>	<b>28</b>
<b>CHAPTER IV.....</b>	<b>32</b>
<b>DISCUSSION.....</b>	<b>32</b>
<b>A. Overview of Subject/Object.....</b>	<b>32</b>
<b>B. Research Subject.....</b>	<b>36</b>
<b>C. Quality Test and Data Instrument.....</b>	<b>38</b>
<b>D. Descriptive Analysis.....</b>	<b>41</b>
<b>E. Analysis Techniques and Hypothesis Testing.....</b>	<b>43</b>
<b>F. Multiple Linear Regression Test.....</b>	<b>47</b>
<b>G. Discussion.....</b>	<b>49</b>
<b>CHAPTER V.....</b>	<b>53</b>
<b>CONCLUSION, SUGGESTION AND RESEARCH LIMITATION.....</b>	<b>53</b>
<b>A. Conclusion.....</b>	<b>53</b>
<b>B. Research Limitation.....</b>	<b>53</b>
<b>C. Suggestion.....</b>	<b>53</b>
<b>BIBLIOGRAPHY.....</b>	<b>55</b>
<b>APPENDIX.....</b>	<b>59</b>

## **LIST OF TABLE**

Table 3.1 The variable of research	24
Table 3.2 Likert scale	25
Table 4.1 Profile of Gembira Loka Zoo	34
Table 4.2 Respondent Characteristics	35
Table 4.3 Facilities Layout Validity Test	37
Table 4.4 Service Validity Test	38
Table 4.5 Visitors Comfort. Validity Test	39
Table 4.6 Reliability Test	40
Table 4.7 Category Average	41
Table 4.8 Descriptive Analysis	41
Table 4.9 Normality Test   One-Sample Kolmogorov-Smirnov Test	43
Table 4.10 Multicollinearity Test	44
Table 4.11 Heteroscedasticity Test	46
Table 4.12 F test results	46
Table 4.13 t-test result	47
Table 4.14 Coefficient of Determination Result	48

## LIST OF FIGURE

Figure 2.1. Research Model	19
Figure 4.1: PP plot normal test curve	48