

Analysis of Influence Property Management on Satisfaction and Revisit Intention Customer of Mikie Holiday Funland

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Abstract: This research has purpose to analyze factors that influence customer revisit intention for Mikie Holiday Funland. Customer satisfaction to service quality and product quality product are going to influence the survival of service organization in the long term. This research was observational. The data collected through questionnaire with non probability sampling method was applied to 100 people. Those are visitor of Mikie Holiday Funland which has experience playing and holiday more than twice. The data analysis tool used in the research Path Analysis. Based on the result of the path analysis with multiple regression there is prove that property maintenance and price fare have direct and positive impact to customer satisfaction, while design quality and service quality have positive impact but not significant to customer satisfaction. Property maintenance, design quality, service quality and price fare simultaneously have positive and significant impact to customer satisfaction. The result of path analysis result is that property maintenance, design quality, service quality and price fare have no direct impact to revisit intention. Customer satisfaction have direct and positive impact to revisit intention. But overall property maintenance, design quality, service quality and price fare simultaneously have positive and significant impact to revisit intention.

Keywords: Property Maintenance, Design Quality, Service Quality, Price Fare, Customer Satisfaction and Revisit Intention

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I. Introduction

Managing a property is very important so that a building can function as expected. Speaking of property, people will immediately think of a building or land that is owned by a body or individual, both in the form of private buildings and public buildings. Both require attention to maintenance and management which is expected to be a long-term investment that has a higher value. To anticipate this, property management is needed, assisted by management that manages every facility available within the property. In this study the author will only discuss management of property.

When a property owner thinks to process his investment to make it more productive and of high value, he must be willing to give authority to others to manage his property. This is where the role of property management is needed. Everything planned by the property management has a goal to achieve the target given by the property owner, which includes the income, expenditure and increase in the sale value of the property at the end of the investment period. Optimization of land and or buildings managed in property management is an activity that will be able to increase the benefits and proper use of land and or buildings and supporting facilities so as to reduce operational costs and or contribute to the owner both individually and company-owned. Therefore, property management needs to plan, organize, direct and control the management of human resources and other resources for the best results. These four factors are part of a marketing strategy that is always carried out in managing a business (Setiawan, 2013).

In a commercial property such as a funland or playground, a property owner will greatly need the role of property management in the maintenance and management of the building along with all the facilities in it, including rides and supporting facilities. Its existence as a forum for the community to experience entertainment must be able to present an imaginative building arrangement, an attractive game vehicle and a refreshing garden arrangement must be able to provide satisfaction for the people who visit it. An entertaining and refreshing container needs to keep innovating periodically so that it is not boring for visitors especially those who have visited before. As mentioned by Graft (1986) the funland business must always be in a refreshing, attractive and imaginative condition so that its appeal is not lost.

The number of visitors recorded is probably not the first visit but may be a repeat visit. Of course this condition shows that the property management that manages this place is carrying out its duties so that this place

can continue to operate amidst various obstacles faced, such as when the natural disaster erupted Mount Sinabung since 2014 which disrupted the regular funland activities in which all buildings and rides had to be closed while for reasons of comfort and security. This situation is one of the factors that causes the ups and downs of visitors.

Property management in carrying out its duties continues to explore the potential of nature around the property environment and directs every employee in their respective duties so that through every innovation created by funland property management it is still able to survive amidst increasingly high-level business competition. Some of the natural potentials that can be seen include the view of the city from every angle can be seen from Mikie Holiday funland because it is on a high plateau.

Although the role of property management on the development of this funland has been carried out in such a way, it is not uncommon for visitors to give criticism and suggestions to employees on duty. Of course, every experience felt by each visitor is different. For those who feel that their visit is pleasant, they usually comment well, such as fun games, ticket prices commensurate with the entertainment that is obtained during playing rides, funland location feels clean, pleasant employee services and more. But there were also visitors who gave negative comments such as the condition of the toilets that were dirty, muddy and smelly, the location of the toilets was far away, the seating facilities were lacking, the types of food sold were less, some games were too extreme so visitors were afraid to ride them, there were also who commented that the price of expensive ticket prices and employees who are less responsive and less friendly, even for visitors to the city of Berastagi often complain of traffic jams around Mikie Holiday.

Benefits of Research

The benefits of the study on the analysis of the influence of property management on the satisfaction and revisit of the intention of visitors to this funland Mikie Holiday are:

1. For management and managers will increase understanding and knowledge for property management who manage to better understand their duties and be motivated to further improve the quality of visitor satisfaction while in the funland location so that they wish to come visit again.
2. For researchers to add experience, understanding and intellectual ability in the development of science, especially in the knowledge of the importance of the role of property management for stability or improvement in the quality and quality of a property or entertainment business.
3. Enriching research at the University of North Sumatra Postgraduate school, especially in the Property Management and Assessment Masters Study Program.
4. As a reference for future researchers who are interested in discussing property management, visitor satisfaction and the desire to return to a funland.

II. Theoretical Review

2.1 Property Management

Management can be interpreted as a combination of policy and administrative fields as well as people who conduct supervision and make decisions that are necessary to carry out the business objectives of the owner and achieve stability and growth. All forces mobilize a group of people who mobilize facilities in a cooperative effort to achieve certain goals.

Management's definition was also conveyed by several experts including:

1. Mary Parker Follet that understanding this definition emphasizes the importance of allocating and empowering human resources in achieving goals.
2. James Stoner states that management is a process that includes planning, organizing, coordinating, directing, and supervising humans and resources to achieve certain goals.
3. Arthur G. Hedelin defines management as the whole of a process that involves efficiency in utilizing both human resources and material resources possessed by an organization.

Property Management Objectives

In general, property management goals can consist of:

- a. Manage property as an investment / business
- b. Manage and implement the physical aspects of the property environment so that optimal results are achieved effectively and efficiently.

But in fact the core of the task of property management is to lead his team to implement a suitable strategy to achieve the target Internal Rate of Return (IRR) that has been targeted by property owners which includes regular income, regular expenditure and increase in the selling value of the property it manages.

2.2 Funland

According to Lukas (2008) funland is not just an architectural or physical space but also a mind or place that captures attention in varied forms, including novels, feature films, video games, and other virtual

spaces. When visiting a cinema, for example, someone sitting in a chair, there is a symbol on the screen while the audience of the cinema seems to be part of the story on the screen. The situation further illustrates that funland is a strange object, people accept it in different ways and avoid easy definitions.

Funland Ticket Rate Determination Technique

The business activities of utilizing tourism park services such as funland, especially in determining the entrance fee for the current area are not based on economic calculations, so that the value incurred to manage the natural tourism park can be greater than the value of the tourism park. The economic value of a natural tourist area is calculated based on the willingness of consumers to pay for tourism benefits. Calculation of the economic value of a tourist area is calculated based on the cost of travel which includes costs for transportation, food, drinks, lodging and more. According to Isnain (2015) the calculation using the travel cost method is divided into the travel cost method based on the zone, namely calculating the cost of visitor travel based on the distance between residence and tourist attractions. Calculation with this method relies heavily on secondary data, so that implementation is easier and simpler. Furthermore, the individual travel cost method uses survey data from individual visitors and complicated statistical calculations. Based on the analysis of the elasticity of demand, it is carried out to find out whether or not it is necessary to increase ticket prices to enter natural tourist areas due to changes in tourist demand. The concept of elasticity can be used to determine the relationship between price changes to total revenues. If the selling price rises, there are two possible reactions to the managers. First, they frantically thought the price increase was lowering demand, so that revenue fell. Second, they are happy to think that price increases will cause revenue to increase. Which attitude is right, is determined by the price elasticity figure.

2.3 Customer Satisfaction and Revisit Intention

Basically, there are two areas that have been examined in the context of experience in services, namely experience approaches from the cognitive and emotional approaches, especially in assessing the effects of these experiences on other variables (Martin et al., 2008)

To create this emotional approach, managers must be able to manage property so that expectations of entertainment and the experience felt when in that place feels balanced. Deasy (2012) revisit intention is a form of behavior or desire of customers to come back, give positive comments, stay longer than expected, shop more than expected.

2.4 Research Hypothesis

Based on the explanation above the temporary hypothesis that can be taken is:

H₁: There is an influence on site maintenance, design, service quality and tariffs on visitor satisfaction.

H₂: There is the influence of location care, design, service quality, rates and visitor satisfaction on revisit intention.

H₃: There is an indirect influence on site maintenance, design, service quality, and tariff on revisit intention through visitor satisfaction as an intervening variable.

III. Materials and Method

3.1 Types of Research

This study takes data through 2 data, in the form of primary and secondary data analysis where research is causality. The research method used is a quantitative descriptive method where this research is supported by previous research. The analysis results are also supported by statistical data processed using the SPSS program.

3.2 Location and Time of Research

The object under study is a playground which is one of the facilities at Mikie Holiday Resort in Berastagi, North Sumatra. About 63 km from the city of Medan.

The study was conducted through several site visits during the playground operational hours, which were held during 2016. The research period was from 2014-2016 visitor data while data processing and report writing were conducted since December 2016.

This research has scope and limitations so that it will not be out of the reach of discussion. The scope includes, the objects to be discussed are limited to Mikie Holiday Funland, which is only the playground.

The objects included in it are:

- a. Restaurant buildings such as Jungle Resto and Pirates Café, and food counters.
- b. Playgrounds.
- c. Sculpture ornaments and supporting artwork with various themes.
- d. Open space areas include parks and stairs and pavements for circulation.

- e. Supporting facilities such as toilets and parking.
- f. Staff working during Funland operating hours.

3.3 Population and Samples

Population according to Sugiyono (2005:55) is a generalization area consisting of objects / subjects that have certain quantities and characteristics set by researchers to be studied and then conclusions drawn. The population in this study were all visitors to the playground Mikie Holiday funland. The target population here is visitors who are 13 years or older and who have visited the playground more than 2 times.

While the sample is part of the number of characteristics possessed by the population (Sugiyono, 2005: 56). The sample size was those taken from the number of visitors in 2016, namely 374561 people where the number of visitors aged 13 years and over when averaged was around 50% of the total, namely 187280 people.

The sampling technique in this study uses a non-probability sampling technique, which is to choose samples randomly so that not every member of the population has the same opportunity to be chosen to become a member of the sample. The sample used was determined using a purposive sampling method to reach certain boundaries and objectives expected in this study, 100 samples were taken.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Mudrajad (2003) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

Path analysis is an extension of multiple linear regression analysis, or path analysis is the use of regression analysis to estimate causal relationships between variables (causal models) that have been predetermined based on theory (Ghozali, 2013:249).

The path analysis model is used to analyze the pattern of relationships between variables with the aim of knowing the direct or indirect effects of a set of independent variables (exogenous) on the dependent variable (endogenous). The path analysis model used is a pattern of causal relationships. Therefore the research formulation in the path analysis framework only revolves around the independent variable (X_1, X_2, \dots, X_k) influencing the dependent variable Y , or how much direct, indirect, and total influence or simultaneous set of independent variables (X_1, X_2, \dots, X_k) to the dependent variable Y . Hypothesis testing using t test, F test, r squared test.

IV. Results and Discussion

4.1 Descriptive Analysis

The highest mean value is 4.11, which is the question of location maintenance and the average visitor agrees that security using the game rides is guaranteed. The lowest mean value is 3.50, which is the price of food in funland that feels expensive by visitors.

The highest standard deviation value of visitor satisfaction is in the quality of the design that is equal to 0.908 where visitors feel that the arrangement of the game rides is very good. The lowest standard deviation value is 0.498 for a statement of security in a well maintained location.

Gender, it can be seen that the majority of respondents consisted of women, namely 52 people, or 52%, and the remaining men were 44 people or 44%.

When viewed from age, it is known that the lowest age of respondents in this study was 13 years, and the highest was above 65 years. The dominating age group is the productive age of 18-30 years, 42 people or 42%, and the rest are spread in the age group under 17 years 36 people or 36%, 31 - 40 years 12 people or 12%, 41 -50 years 5 people or 5% and above 51 years 5 people or 5%.

Based on work, it can be seen that the majority of respondents are students, namely 67 people or 67%, and the rest are civil servants or private employees namely 21 people or 21%, self-employed as many as 10 people or 10% and other jobs as many as 2 or 2 %.

When viewed from information sources related to Mikie Holiday Funland, the majority of visitors get information through a recommendation from friends or relatives of 50 people or 50%. A total of 15 people or

15% received information through electronic media and some received information from other media such as banners, billboards and others as many as 15 people or 15%. Respondents who received information from brochures were as much as 20%.

For a period of 2 years, visitors who come more than once are 5 people or 5%. While there were 7 people who visited 3 times to Mikie Holiday Funland or 7%. 15 people or 15% have visited Mikie Holiday Funland 2 times. And as many as 73 people or 73% visited 2 times.

4.2 Results and Discussion

Results

a. Test the First Equation Hypothesis

The coefficient of determination is seen from the value of R square which is 0.456, which means that the ability of the model to explain the variable variation in visitor satisfaction is 45.6% while the remaining 54.4% is explained by other variables not included in the model.

The F test is worth $0,000 < 0,05$ indicating that there is a significant effect together between the independent variable and the dependent variable.

X_1 has a significantly positive effect on Y_1 . X_2 , X_3 has a positive and insignificant effect on Y_1 . X_4 has a significantly positive effect on Y_1 .

b. Test the Second Equation Hypothesis

The determination coefficient is 0.277 which means that the ability of the model to explain the variation in revisit intention variables is 27.7% while the remaining 72.3% is explained by other variables not included in the model.

The F test is worth $0,000 < 0,05$ indicating that there is a significant effect together between the independent variable and the dependent variable.

X_1 has a negative effect not significant on Y_2 . X_2 has a positive and insignificant effect on Y_2 . X_3 has a negative effect not significant on Y_2 . X_4 has a positive and insignificant effect on Y_2 . Y_1 has a significantly positive effect on Y_2 .

c. Test of Total Effects Hypotheses and Indirect Effects

Viewed path coefficients for Model Equations 1, and Model Equation 2, and error values for both models. To make it easier to see the results of testing hypothesis 1, namely the direct effect of independent variables X_1 , X_2 , X_3 , X_4 on the dependent variable Y^1 which is also an intervening variable for Model equation 1, and independent variables X_1 , X_2 , X_3 , X_4 against the dependent variable Y^2 for the Model Equation 2, both simultaneously and partially.

Total effect of X_1 to Y_2 through Y_1

Direct effects from X_1 to $Y_2 = -0.069$

Indirect effects from X_1 to Y_2 through $Y_1 = 0.238 \times 0.533 = 0.126$

Total effect = 0.057 or 5.7%

Total effect of X_2 to Y_2 through Y_1

Direct influence from x_2 to $Y_2 = -0.006$

Indirect effects from x_2 to Y_2 through $Y^1 = 0.141 \times 0.533 = 0.075$

Total effect = 0.069 or 6.9%

Total effect of X_3 to Y_2 through Y_1

Direct influence from X_3 to $Y_2 = -0.040$

Indirect effects of C_3 to Y^2 through $Y^1 = 0.214 \times 0.533 = 0.114$

Total effect = 0.074 or 7.4%

Total effect of X_4 to Y_2 through Y_1

Direct influence from X_4 to $Y_2 = 0.052$

Indirect effects of X_4 to Y_2 through $Y_1 = 0.283 \times 0.533 = 0.150$

Total effect = 0.202 or 20.2%

Discussion

Based on the t-test calculation, it was found that there was a significant influence between the location treatment variables on visitor satisfaction but there was no significant influence between the design quality variables on visitor satisfaction. This is different from the results of research by Anggreini, Anandya and Margaretha (2014) which states that design influences satisfaction with visitors.

It is also known that there is no significant influence between service quality variables on visitor satisfaction. This is relevant to the study of Bahtthiar and Hariadi (2013) which stated that service quality factors did not affect visitor satisfaction.

Tariff variables have a significant effect on visitor satisfaction. This is relevant to the results of Kwanda, Rahardjo and Wardani (2014) also states that prices or tariffs are the main factors that influence visitor satisfaction.

Research on revisit intention resulted in location maintenance, design quality, service quality, and tariffs can only affect revisit intention jointly or simultaneously but if partially connected, the four variables did not directly affect internal revisit. Only variable visitor satisfaction that affects revisit intention is positively significant and directly. If it is further linked to property management, the task of property management to maintain the location, punching the quality of design and service quality, and in the management role of determining rates, all must be considered in a balanced manner. But if it is associated with the results of its analysis of visitor satisfaction, then location and tariff maintenance are variables that have an impact on revisit intention if it is improved because these variables most influence visitor satisfaction.

Site maintenance is closely related to one of the tasks of property management, namely arranging a property maintenance schedule. With a good maintenance schedule and the allocation of employees who are in the right duty, it will produce a property that is always beautiful to look at and has a long service life. If the facilities and rides in this funland are clean and well maintained, visitors can feel the guarantees provided and provided by the management to use all the funland facilities and all vehicles without fear of accidents that might occur. When this guarantee has been felt by visitors, visitors will not hesitate to come back to feel the entertainment previously obtained and may even recommend to the closest person. In addition to taking care of the funland location, it will give a higher rating to prospective tenants or tenants so that price negotiations will be easier for management.

The tariff determination factor is also an important thing to note for the continuity of visitor visits. If the tariff is expensive with the entertainment obtained is not commensurate, visitors will feel disadvantaged. Property management can provide a higher price than similar businesses elsewhere, but if the vehicle is more diverse, more varied types of food and the authenticity of clean and beautiful scenery that cannot be obtained elsewhere are well maintained. With this condition, visitors will feel that the price paid has been paid for with the entertainment obtained and it is certain that the revisit intention factor must be one thing planned by visitors in the future.

From the results of the partial test t the second equation found that site maintenance does not have a significant effect on revisit intention. There is a difference in the results of the study of Parvati (2014) which states that treatment of location has a direct effect on revisit intention.

Based on the calculation of the total effect of each variable, it can be seen that negative location maintenance does not affect revisit intention. But the location care variable influences end satisfaction which indirectly affects revisit intention. Likewise the influence of design quality with negative results means that this variable does not have a direct effect on revisit intention but has an indirect influence through the visitor satisfaction factor. Service quality does not directly affect revisit intention but indirectly affects visitor satisfaction. But through calculations above the tariff variable has a positive influence on revisit intention. So this variable directly affects revisit intention.

V. Conclusion and Suggestion

Conclusion

Based on the summary of the results of the tests and previous discussions, conclusions can be drawn as follows:

1. Maintenance of location, quality of design, service quality and rates simultaneously have a significant effect on visitor satisfaction. Partially the quality of design and service quality has a significant effect on visitor satisfaction, while site care and rates have a positive and insignificant effect on visitor satisfaction.
2. Maintenance of location, design quality, service quality, tariffs and visitor satisfaction simultaneously have a significant effect on revisit intention. Partially, site maintenance, design quality, service quality and tariff have no significant effect on revisit intention. While visitor satisfaction has a significant effect on revisit intention.
3. Maintenance of location, quality of design, service quality and tariff does not directly affect revisit intention. But visitor satisfaction has a significant positive effect on revisit intention.

Suggestion

Based on the research conclusions, the following suggestions can be given:

1. It is better for property management at Mikie Holiday Funland to evaluate the entrance ticket price rates that are determined whether it is in accordance with the standard of living of the Indonesian people. Tariff adjustments can be made by reducing the price of entrance tickets or by adding facilities or entertainment that can be found by funland visitors so that they are more satisfied with the entertainment they get. While the location care factor, the quality of design and quality of service are equally important factors to keep in mind

that even though they have not affected the level of revisit intention, but it has a great influence on visitor satisfaction.

2. For researchers it was found that it was known that the tariff factor greatly influenced the visitor's assessment to want to come back to visit a place even though the place was in the form of an entertainment place that offered a lot of fun in it. But by improving the quality of design, the quality of service and maintenance of the location of an entertainment business such as Funland will produce visitors who feel satisfaction in enjoying and experiencing a property.

3. Even though site maintenance, design quality, service quality and tariffs have little effect on revisit intention, management must continue to strive so that these factors are well maintained, because visitor satisfaction that is influenced by these factors greatly influences revisit intention. With the increase in the level of satisfaction of visitors, the level of desire to revisit the visitor's intention will increase the higher the possibility.

4. It's good to keep socializing regularly with each employee regarding the mission and vision of Mikie Holiday Funland to become the best funland in Indonesia. When property management has a good relationship with each employee, it will further enhance their enthusiasm and trust to jointly develop the funland where they work.

5. Further research can conduct a broader study of funland or theme park where this object is an object of commercial property that is increasingly calculated both nationally and internationally.

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