

**FORMULATING A STRATEGY TO INCREASE THE NUMBER OF WATER  
PARK VISITORS IN THE JABODETABEK AREA  
(A CASE STUDY OF XYZ WATER PARK IN BEKASI)**

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## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

FORMULATING A STRATEGY TO INCREASE THE NUMBER OF WATER PARK VISITORS IN  
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This paper investigates the internal and external factors derived from the visitors' experience to support the results collected from in-depth interviews with the management team of XYZ Water Park. Furthermore, the selection of suitable strategy for XYZ Water Park is determined through the IE Matrix. A Survey through questionnaires was utilized for examining the influence of guest experience towards the number of visitors and descriptive analysis about the agreement level of each indicator in terms of guest experience as the quantitative method. Furthermore, qualitative method was performed to assign a strategy that should be carried out by the water park as a result of executing in-depth interviews with the management team to build SWOT and then followed by scoring on the IFE and EFE Matrix to generate a strategy in the IE Matrix. In fact, the survey result showed that guest experience influences the number of visitors. Hence, guest experience was used to strengthen the findings from the in-depth interviews so that this research analyses the SWOT of XYZ Water Park based on customer perceptions about their past experience in the water park along with the management perceptions.

*Keywords: Theme Park Industry, Water Park, Guest Experience, Number of Visitors, IFE Matrix, EFE Matrix, SWOT Analysis, Strategy*



## DEDICATION

I dedicate this work for the future researchers.



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## TABLE OF CONTENTS

<b>STATEMENT BY THE AUTHOR.....</b>	<b>2</b>
<b>ABSTRACT.....</b>	<b>3</b>
<b>DEDICATION .....</b>	<b>5</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>6</b>
<b>TABLE OF CONTENTS .....</b>	<b>7</b>
<b>LIST OF FIGURES .....</b>	<b>11</b>
<b>LIST OF TABLES .....</b>	<b>12</b>
<b>CHAPTER I – INTRODUCTION .....</b>	<b>13</b>
<b>1.1. Background.....</b>	<b>13</b>
<b>1.2. Research Problems.....</b>	<b>17</b>
<b>1.3. Research Questions .....</b>	<b>17</b>
<b>1.4. Research Objectives .....</b>	<b>18</b>
<b>1.5. Significance of Study .....</b>	<b>18</b>
<b>1.6. Thesis Structure.....</b>	<b>18</b>
<b>CHAPTER II – LITERATURE REVIEW.....</b>	<b>20</b>
<b>2.1. The Importance of Strategy.....</b>	<b>20</b>
<b>2.1.1. Strategic Planning .....</b>	<b>21</b>
<b>2.1.2. SWOT Analysis .....</b>	<b>22</b>
2.1.2.1. IFE and EFE Matrix.....	23
2.1.2.2. The Internal-External (IE) Matrix .....	24
2.1.2.2.1. Forward Integration.....	25
2.1.2.2.2. Backward Integration .....	25
2.1.2.2.3. Horizontal Integration .....	26
2.1.2.2.4. Market Penetration .....	26
2.1.2.2.5. Market Development.....	27
2.1.2.2.6. Product Development.....	27
<b>2.2. Visitors in Theme Park Industry .....</b>	<b>28</b>

2.2.1.	<b>Guest Experience.....</b>	<b>29</b>
2.3.	<b>The Number of Visitors .....</b>	<b>32</b>
2.4.	<b>Previous Study .....</b>	<b>34</b>
2.5.	<b>Study Differences.....</b>	<b>37</b>
2.6.	<b>Research Model .....</b>	<b>39</b>
2.7.	<b>Hypothesis .....</b>	<b>39</b>
<b>CHAPTER III – RESEARCH METHOD.....</b>		<b>40</b>
3.1.	<b>Scope of Study.....</b>	<b>40</b>
3.2.	<b>Type of Study .....</b>	<b>40</b>
3.3.	<b>Type of Data.....</b>	<b>40</b>
3.3.1.	Primary Data.....	40
3.3.2.	Secondary Data.....	41
3.4.	<b>Time Frame of Study .....</b>	<b>41</b>
3.5.	<b>Research Framework .....</b>	<b>42</b>
3.6.	<b>Population and Sampling.....</b>	<b>42</b>
3.7.	<b>Data Collection Methods.....</b>	<b>43</b>
3.8.	<b>Variable Operationalization .....</b>	<b>44</b>
3.9.	<b>Analysis Design .....</b>	<b>49</b>
3.9.1.	<b>Data Analysis for Quantitative .....</b>	<b>49</b>
3.9.1.1.	Descriptive Analysis.....	49
3.9.1.2.	Linear Regression .....	49
3.9.1.2.1.	Validity and Reliability Test .....	50
3.9.1.2.1.1.	Validity Test.....	50
3.9.1.2.1.2.	Reliability Test.....	52
3.9.1.2.2.	Classical Assumption Test .....	54
3.9.1.2.2.1.	Normality Test .....	54
3.9.1.2.2.2.	Multicollinearity Test.....	54
3.9.1.2.2.3.	Autocorrelation Test .....	55
3.9.1.2.2.4.	Heteroscedasticity Test .....	56
3.9.1.2.3.	Regression Analysis and Hypothesis Testing .....	57
3.9.2.	<b>Design Analysis for Qualitative .....</b>	<b>58</b>
3.9.2.1.	Interview .....	59
3.9.2.1.1.	In-depth Interview .....	59
3.9.2.2.	Internal Factor Evaluation (IFE) Matrix.....	59
3.9.2.3.	External factor Evaluation (EFE) Matrix .....	60
3.9.2.4.	The Internal-External (IE) Matrix .....	60



3.9.3.	Triangulation.....	61
<b>CHAPTER IV – RESULTS AND DISCUSSIONS.....</b>		<b>62</b>
<b>4.1.</b>	<b>Brief Company Profile .....</b>	<b>62</b>
<b>4.2.</b>	<b>Respondent Profile .....</b>	<b>63</b>
4.2.1.	Gender.....	63
4.2.2.	Age.....	64
4.2.3.	Domicile .....	65
4.2.4.	Monthly Income.....	66
4.2.5.	Marital Status.....	67
<b>4.3.</b>	<b>Analysis of Guest Experience to Increase the Number of Visitors .....</b>	<b>67</b>
4.3.1.	Descriptive Analysis .....	68
4.3.1.	Regression Model .....	69
4.3.2.	Hypothesis Testing Results.....	70
<b>4.4.</b>	<b>Situation Analysis for Identifying the Internal and External Factors .....</b>	<b>72</b>
4.4.1.	The Summary of In-depth Interviews .....	72
4.4.2.	Triangulation.....	75
4.4.3.	Interpretation.....	79
4.4.3.1.	Interpreting Determinants for the Identification of Internal Factors .....	80
4.4.3.2.	Interpreting Determinants for the Identification of External Factors .....	83
<b>4.5.</b>	<b>Utilizing SWOT Analysis to Determine a Strategy .....</b>	<b>88</b>
<b>4.6.</b>	<b>IFE and EFE Matrix .....</b>	<b>90</b>
<b>4.7.</b>	<b>The IE Matrix .....</b>	<b>93</b>
<b>CHAPTER V – CONCLUSIONS AND RECOMMENDATIONS .....</b>		<b>95</b>
<b>5.1.</b>	<b>Conclusions .....</b>	<b>95</b>
<b>5.2.</b>	<b>Recommendations .....</b>	<b>96</b>
5.2.1.	Recommendations for XYZ Water Park.....	96
5.2.2.	Recommendations for Further Research .....	97
<b>GLOSSARY .....</b>		<b>99</b>
<b>REFERENCES.....</b>		<b>100</b>
<b>APPENDICES .....</b>		<b>108</b>
<b>APPENDIX I – QUESTIONNAIRE SAMPLE.....</b>		<b>108</b>
<b>APPENDIX II – TRANSCRIPTS OF IN-DEPTH INTERVIEWS .....</b>		<b>115</b>
<b>APPENDIX III – RESPONDENTS RAW DATA .....</b>		<b>138</b>

<b>APPENDIX IV – PRE-TEST RESULTS FOR QUESTIONNAIRE .....</b>	<b>140</b>
<b>APPENDIX V – COMPANY DATA.....</b>	<b>142</b>
<b>APPENDIX VI – FACEBOOK FAN PAGE OF XYZ WATER PARK.....</b>	<b>146</b>
<b>APPENDIX VII - ADDITIONAL EVIDENCES .....</b>	<b>147</b>
<b>APPENDIX VIII - PHOTOS .....</b>	<b>152</b>
<b>CURRICULUM VITAE.....</b>	<b>154</b>

