
Post-Covid 19 Amusement Park Satisfaction Attributes

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Abstract: Despite the rise of Asian theme park visitations, the extant investigation of visitor's satisfaction in the Asian context is very limited. This study, therefore, examines and discusses the compiled findings of theme park visitors' satisfaction in Asia, specifically in Indonesia. 440 theme park visitors' comments and feedback on the TripAdvisor website were read, reviewed, and content analyzed. As a result, the research discovered that in the Indonesian context, visitors' satisfaction is influenced by ten recurrent themes: physical facilities, restaurant, entertainment, environment, waiting time, price, staff, location, security, and management. Additionally, three new themes: maintenance, booking system, and health protocol are responsible for developing theme park visitors' satisfaction at theme parks. Limitations and future study avenues are also discussed and presented.

Keywords: amusement park, exploratory study, Indonesia, satisfaction attributes, thematic analysis.

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INTRODUCTION

The tourism industry is considered one of the most important GDP contributors to Indonesia (Ollivaud & Haxton, 2019). During the global pandemic COVID-19, Indonesia's tourism industry was in agony and their contribution to local GDP dropped from nearly 18.5 billion U.S. dollars in 2019 to 3.5 billion U.S. dollars in 2020 (CEIC, 2021). In other words, Indonesia lost almost 81% of its income from the tourism industry. According to the 2020 OECD Tourism report, this large deficit was due to the COVID-19 pandemic putting global and domestic tourism on hold (OECD, 2020a). During this period, Indonesia implemented restricted domestic tourist mobility by introducing nationwide lockdowns and community quarantines (OECD, 2020b), while at the same time, every country in the world issued a "DO NOT TRAVEL or RECONSIDER" travel advisory and applied stringent border entry/exit restrictions (Connor, 2020).

As global COVID-19 infections began to slow, Indonesia started relaxing its restrictive measures by reopening its public spaces to public and domestic tourists (OECD, 2020b). Starting in March 2022, the Indonesian government opened its border and allowed global travelers to enter Indonesia without or relaxed quarantine



requirements (Reuter, 2022). This good news was long-awaited and well-accepted by travelers. Consequently, in 2022, Indonesia welcomed 5.5 million international tourists and resulting in a 250% increase in international arrivals (Vietnam Plus, 2023) and generated 6.2 billion U.S. dollar tourism revenue (Statista, 2023a).

To maximize this opportunity, Indonesia consolidated its tourism industry by offering different types of amusement park experiences. Milman et al. (2010) suggest that amusement parks are considered one of the most important elements in the tourism industry because they offer multiple benefits to their stakeholders. To the host country, they improve the image of the destination, offer economic benefits, and increase job opportunities (Milman et al., 2010). To tourists, they offer the benefit of family togetherness (Kolb, 2006), education, and entertainment opportunities (Milman et al., 2010). As a result, Mr. Sandiaga Uno, the Indonesian tourism minister, has encouraged the Indonesian amusement park association(s) to collaborate with his department in offering adaptive and innovative programs to revitalize the Indonesian tourism sector (Putra, 2022).

To ensure the continuation of such benefits, tourism and marketing scholars have intensively investigated the amusement park phenomena and have concentrated their studies on three domains: taxonomy, motivation, and impact. The first examines developing taxonomies of amusement park attributes (i.e., Ali et al., 2018; Bayang et al., 2022; Huq et al., 2022). The second research identified customers' motivation to visit amusement parks (i.e., Alsaid & Ben Amor, 2020; Bayang et al., 2022; Bai et al., 2023), and the third, examined the impacts of amusement parks on society, territory, and tourism (i.e., Levochkina, 2018; Sun & Uysal, 1994; Milman et al., 2010). Although these domains are important, Heisey-Grove et al. (2020). suggest that the development of a taxonomy is considered the most important variable as it lays a foundation for the understanding of the domain. Further, the expansion of a taxonomy helps scholars and practitioners understand the structure of amusement parks (McKercher, 2016). These studies have developed a thorough comprehension of a phenomenon. Nevertheless, they gathered their data through predetermined survey questions or semistructured interviews, without exploring the amusement park phenomenon through online feedback data. Some scholars suggest that while predetermined surveys (Gaur et al., 2012) and semi-structured interviews (Bryman, 2012) are widely used, these data collection approaches are not perfect and may lead to responses and biases (Meyer, 2019) and accordingly, it may provide a half-picture of amusement park phenomena. Secondly, most of these studies used data that was collected before or during the COVID-19 pandemic. According to Hussain et al. (2020), COVID-19 has changed human behavior significantly, therefore, it is important to use post-COVID-19 data to understand the current amusement park phenomena accurately. Lastly, the extant studies were mostly conducted outside of Indonesia. Thus, the findings may not be suitable and applicable to the Indonesian context. Based on these limitations, the present study aims to extend the current literature by investigating amusement park attributes post-COVID-19 in the Indonesian context.

Traditionally, the definition of an amusement park has been broadly conceptualized as a commercial recreation place or entertainment facility that consists of a collection of rides and other entertainment attractions to entertain a different and large group of people (Thomas, 2010). However, Borodina (2023) suggests that this concept of a traditional amusement park is incomplete. Modern amusement parks offer a much more complex and inclusive blending of sophisticated technology, impeccable buildings, educational and historical presentations, sideshows to entertain and fascinate guests, pageant or displays, festive ambiance, as well as assorted food and beverages as a way of attracting their visitors. It is important to include this combination of variables as it is predicted to improve global amusement park revenue to nearly 90 billion U.S. dollars alone in 2025 (Statista, 2023b).

Today, amusement parks are one of the main contributors to the tourism industry as they serve as one of the primary motivators for tourists to visit a specific destination (Gupta & Sharma, 2016). Over time, amusement parks are becoming more focused and concentrated on their central theme and offer multiple features and experiences of such unique themes (Milman, 2010). This author also suggests that current examples of this innovation are at Disney World, which allows its visitors to interact with different cartoon figures, and at Universal Studios where visitors are offered a science fiction experience. This innovative form of amusement park aims to actively engage visitors, fostering a heightened sense of well-being and enabling them to immerse themselves in a captivating experience that transports them to a different era or location. Accordingly, such visitors are experiencing a high level of satisfaction (Cheng et al., 2013).

To date, literature shows variations in global amusement park visitors satisfaction criteria. To Cheng et al. (2013), these differences show that amusement park visitors' satisfaction is complex and determined by different attributional taxonomies. For example, in their study in China, researchers found that the recreation experience, park service and management, park environment, guidance information, amusement consumption, and park facilities were variables responsible for Chinese amusement park visitors' satisfaction. In a different study, Kim & Choi's (2000) South Korean study indicated that adventure atmosphere, staff friendliness, resting space, stress resolution, and operation hours as the main contributor to satisfaction. Similarly, a study conducted by Lari et al. (2019) in UAE found that physical environment, interaction, consumables, and access improve U.A.E visitors' satisfaction. Also, Huq et al.'s (2022) Indian study suggested expansive space and a variety of foods, cleanliness and security, and type of entertainment crucial to amusement park visitors' satisfaction. At the same time, Milman's (2009) study in the U.S.A revealed that entertainment variety and quality, courtesies, cleanliness, safety and security, food variety and value for money, quality of theming and design, availability and variety of family-oriented activities, quality, and variety of rides and attractions and pricing and value for money are the most important attributes. Additionally, Geissler & Rucks (2011) discovered that satisfaction is primarily influenced by the overall park experience, perceived value, the quality and variety of park foot, and the cleanliness and atmosphere of the park. Appendix 1. offers a brief comparison of global visitor amusement park satisfaction attributes.

METHODS

Following Caluza (2017), this exploration study employs a single case study using a thematic analysis to catalog the themes that are responsible for amusement park visitors in Indonesia. Scholars suggest that a single case study helps researchers to foster more meaningful discussion on the specific topic in question (Mariotto et al., 2014) and therefore, it offers a holistic view of the phenomenon (Mishra, 2021). Additionally, the thematic analysis approach is considered an effective meta-analysis tool to identify certain research - themes or patterns within qualitative data (Olds & Hawkins, 2014). Accordingly, thematic analysis is an appropriate tool for establishing and interpreting initial themes (Vaismoradi et al., 2013) and consequently, it assists scholars in recognizing and understanding solid meanings (Sandelowski, 2010). As recommended by Herjanto et al. (2017; 2020a; 2020b), this study applies a two-step procedure that allows scholars to identify initial themes followed by validation and confirmation of such research themes. The process of identifying initial themes begins by categorizing satisfaction attributes of amusement park visitors. This is followed by making initial coding decisions, and then further extended to identifying potential new themes.

Based on Herjanto & Franklin's (2019) procedure, the authors independently searched and conducted a systematic literature research "google scholar" + by employing a combination of specific and relevant keywords such as "amusement park/theme park X satisfaction" on Google Scholar to identify initial themes. Pickering & Byrne (2014) argue that a systematic literature approach helps scholars to identify what is known and unknown about amusement park visitors' satisfaction attributes and more importantly, to establish the next step in determining what can be done with such information. Further, Hightower & Caldwell (2010) suggest that Google Scholar assists researchers to collect information from different databases and, of greater significance, mitigates bias in the selection of academic journals (Haddaway et al., 2015). Following Herjanto et al. (2016; 2023), the authors removed conference and proceeding papers, unpublished dissertations (master and doctoral), book chapters, textbooks, and working papers. Further, from this collection, the authors scanned and read the abstracts and full papers to remove irrelevant papers. As a result, 23 papers were included and coded. The result of this process generated the initial themes of amusement park global visitors' satisfaction attributes (Figure 1).

To validate research themes, this study conducted a single case study by gathered the sample from A prominent water park in Bali. Scholars argue that a single case study is a robust research method that can be generalized to a similar phenomenon, if the study is carefully selected (Mariotto et al., 2014), as a single case study confirms, questions, and develops existing theory (Yin, 2014). This water park was carefully selected because: (a) it is the only Indonesian amusement park that was listed in TripAdvisor's 25 Top Amusement Parks & Water Parks – World 2022 report; (b) was listed as the best water park in Indonesia (Authentic Indonesia, 2023); (c) because water parks are considered to be complete amusement parks that offers full range of entertainment (Dreizis & Potashova, 2018), such as accommodations, retails, restaurants, cinemas, and to a lesser extent a golf course or residential developments. Thus, based on this argument, This water park is suitable for this study. The aim of the study was to examine Indonesian amusement park visitors' satisfaction attributes, as such, the authors initiated their thematic analysis process by utilizing TripAdvisor.com as a resource to collect comments and feedback from visitors to This water park. During this particular stage, the authors included only positive comments or feedback that is presented in the English language with either 4/5 stars (very good) or 5/5 (excellent) between March 2022 and March 2023. The four and five stars reflect the degree of an amusement park's ability to validate or satisfy its visitors. Further, all comments were read carefully, and irrelevant comments were removed. As a result of this arrangement or screening procedure, a total of 440 usable visitors' feedback was collected. Moreover, the authors thoroughly reviewed and assessed the feedback/comments multiple times and independently coded them to ensure the precision of theme formulation. During the coding process, the authors followed the manual coding procedures outlined by Islam et al. (2020). This approach allowed the authors to meticulously review the collected data. This approach allowed the authors to carefully screen the data. and in cases where respondents mentioned multiple topics in their comments, each topic was individually coded. Accordingly, 13 (10 recurrent and three new) themes emerged from this process. In order to maintain the accuracy of this study, the authors cross-referenced their codings and any disparities were examined by the third author, who acted as an academic judge to address these discrepancies. Finally, as the last step in the thematic analysis, we followed Herjanto et al's (2017) to conduct Holsti's intercoder reliability test. This assessment revealed that entertainment and staff themes indicated that 98%, restaurant, price, and waiting time themes were 100%, physical facilities, and location themes were 97%, environment and security themes were 99%, management themes were 96%. On the other hand, new themes of maintenance and health were 95%, and the booking system theme was 94%. These results suggested a minimum threshold of 85%. The detailed attributes of these twelve dimensions are presented in Figure 2.

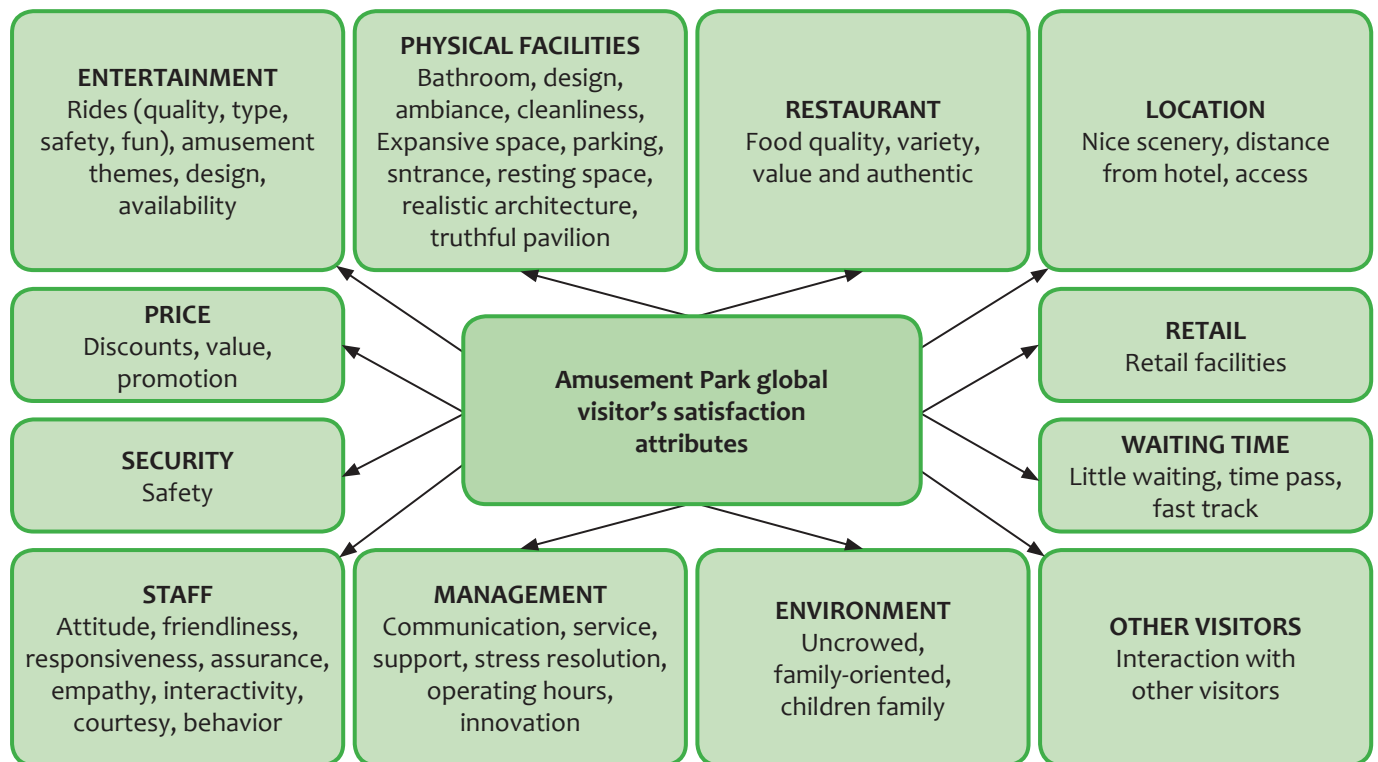


Figure 1 Initial Thematic Map of Amusement Park global visitor's satisfaction attributes

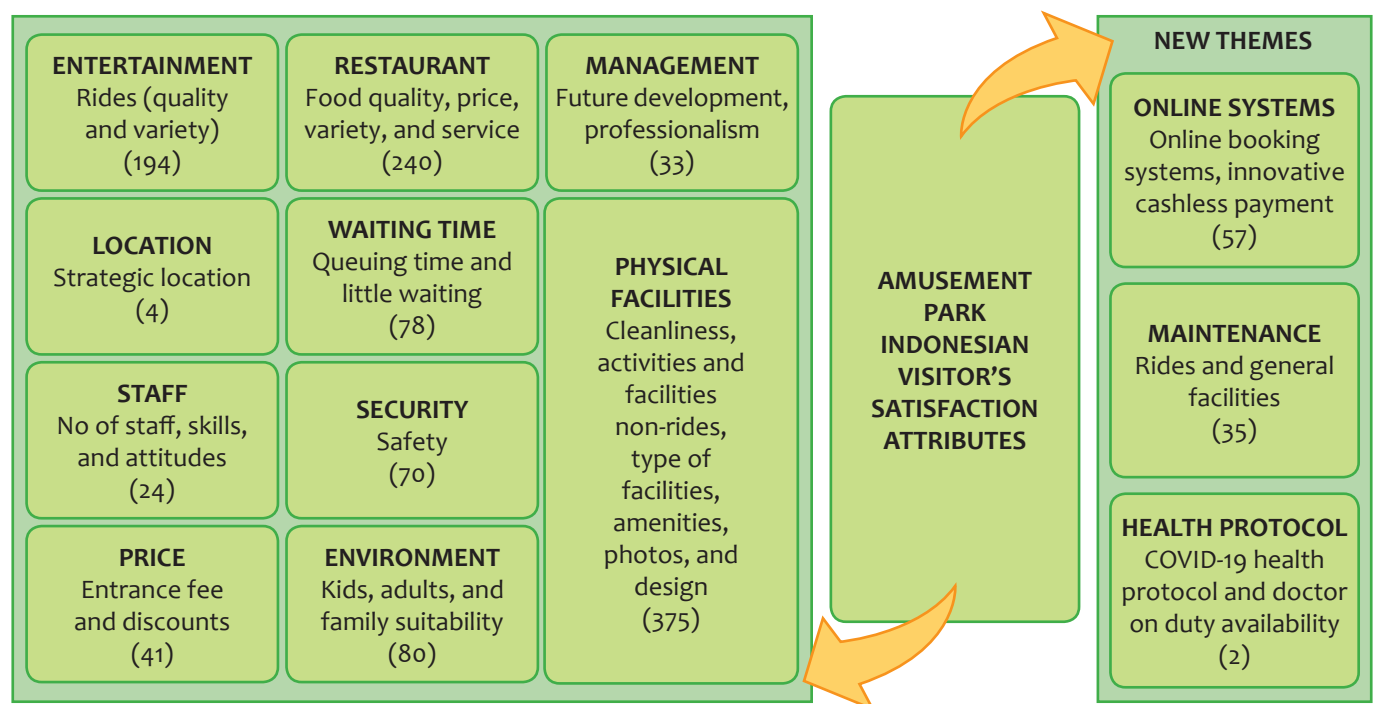


Figure 2 Emerging Themes and Items Map of Amusement Park global visitor's satisfaction attributes

RESULTS AND DISCUSSION

A total of 440 online feedback responses were analyzed and coded. This process resulted in 13 different themes accountable for amusement park satisfaction. These findings included ten recurrent themes: physical facilities, restaurant, entertainment, environment, waiting time, price, staff, location, security, management, and three new themes: maintenance, booking system, and health protocol.

The results indicate that physical facilities play a pivotal role in fostering visitor satisfaction, with the variable of serving resulting as the most critical factor. According to visitor feedback, physical facilities fulfill various functions. Primarily, they provide a sense of comfort. Second, they offer visitors choices. Lastly, they contribute to creating unforgettable memories. According to Obarzanek & Campbell (2021) comfort is a multidimensional construct encompassing physical, psychological, and functional comfort. Within these findings, physical comfort represents the availability of a certain facility or service that determines the level of visitors' comfort. Psychological comfort is the most abstract and involves emotions and behaviors caused by the amusement park, and finally, functional comfort concerns related qualities to enhance visitors' experience. To illustrate:

Comfort: "Booked a gazebo and was perfect to have a shaded base to relax and leave towels etc. Kids splash zone suited all ages of kids."

From the feedback above, we can translate that "a gazebo" represents physical comfort, while the variable "relax" refers to the degree of psychological comfort, and "a shade" as a variable related to functional comfort. Our findings are consistent with Cicerale et al. (2017) who also found that physical, psychological, and functional comfort is responsible for visitors' satisfaction in the hotel environment context as well.

Merriam-Webster Dictionary (2023) defines option as freedom of choice or the right to choose. To Li et al. (2018), freedom of choice serves as the main ingredient to enhance visitors' experience. That is, the higher the freedom of choice, the more exciting their experience. This is because, when visitors have a greater sense of freedom of choice, they tend to perceive and feel that they can exercise autonomous control over their decisions to engage or refrain from participating in any specific activity (Lunardo & Ponsignon, 2020). Accordingly, Shavanddasht & Schanzel (2019) conclude that the freedom to choose is one of the most important components of satisfaction. The sentence below exemplifies the satisfaction visitors feel when they can choose their activities. This study validates McNeely et al. (2020) who also discovered a positive relationship between freedom to choose and satisfaction.

Freedom to choose: "I am happy to learn to surf on Flo Rider, get a massage, read a book on a free sunbed, grab a drink at the swim-up bar..."

A memorable experience refers to a direct or indirect positive or negative past circumstance that makes a visitor experience good or bad (Kim et al., 2012). According to Herjanto & Gaur (2019; 2017), such memorable experiences enhance visitors' perceptions of tourism attributes and accordingly determines the degree of visitors' loyalty. In other words, when visitors experience positive memories, they tend to become more loyal and vice versa. Although memorable experience is a multifaceted (psychological, cognitive, and physical) concept, a psychological element of such experience is considered more unique and offers a different experience (Gupta & Vajic, 2000) which further is meaningful (Lo, 2012). To illustrate:

Unforgettable memory: “It was great to purchase the photo package to capture the fun we had.”

Furthermore, our research findings highlighted restaurants as the second focal point. Beer et al. (2012) suggest that the restaurant experience (i.e., food quality, food price, type and variety of food, and number of food stalls) is considered one of the most important parts of a holistic tourist encounter. This is because catering is one of the primary functions of theme parks. As a result, every guest will require food and beverages during their visits (Lari et al., 2019). Thus, when they enjoy quality foods, visitors tend to be delighted and accordingly, they are inclined to share their experiences with others (Torres et al., 2017). The sentence below confirms the argument above.

Restaurant: “...even the food was really good and not overpriced”, “...lots of variety of foods and drinks option”, “food orders were delivered directly to us”.

The next important category is entertainment, which is exemplified by the quality and variety of attractions and rides. Torres et al. (2020) regard entertainment as the key product and the primary reason people visits theme parks. Visitors’ experience with rides determines their emotions and memories. Meaning, the better their ride experiences, the higher their positive emotional arousal and the stronger their positive memory and vice versa. Accordingly, such experiences generate stronger nostalgic feelings which further enhance visitors’ motivation to future positive decision-making (Robinson, 2015).

Entertainment: “Rides were excellent with a good mix of chill, exciting, and proper thrill rides.”

The environment constitutes the fourth crucial category, which mirrors the level of theme park alignment and its appropriateness for diverse families and age groups. Albattat & Mat Romli (2015) emphasize that theme parks play a pivotal role in fostering stronger familial bonds by motivating families to travel and explore these parks. Accordingly, when visitors experience higher family bonding, they tend to share stronger emotional links which improve their affection, support, helpfulness, and caring among themselves (Lehto et al., 2012) which ultimately enhance their family cohesion (Lee & Lee, 2021). The following sentence exemplifies this argument.

Environment: “This was a fantastic day out ... We all had a great day! Couldn’t fault anything!”

The next key category is waiting time. Kim & Kim (2016) note that waiting time is considered one of the main determinants of visitors’ themes park overall experience and satisfaction, thus ultimately, determining the degree of attractiveness. These authors suggest that waiting time reflects the efficiency of the theme park and accordingly, affects visitors’ willingness to revisit. Thus, the ability of theme parks to shorten their waiting time as well as to make their visitors’ wait more comfortable generates positive emotions (Wirtz, 2018).

Waiting time: “The queues are well organized and move fast.”

Security is regarded as the next important attribute responsible for theme park visitors’ satisfaction. Chew & Jahari (2014) note that in general, visitors try to avoid risky and unsafe places. In the context of theme parks, security includes the safety of rides and general security. According to Milman et al. (2012), security is

considered a non-negotiable attribute that ensures visitors' peace of mind and safety. Accordingly, it affects visitors' willingness to visit theme parks. To illustrate:

Security: "Lifeguards were attentive, and safety appeared to be a priority, which was good to see in the pools and by staff at the top and bottom of the rides."

Theme Park pricing is another complex and unique key attribute to visitors' satisfaction. To improve visitors' perceived value, theme parks generally adopt fee policies that enable its management to charge all rides upfront and allow visitors to enjoy the rides multiple times (Murphy et al., 2000). In their research, Pan et al. (2018) found that price is ranked as the top two influential factors in theme park selection. These results demonstrate that visitors' willingness to visit theme parks is determined by their price sensitivity (Milman et al., 2012). To illustrate:

Price: "They have many different slides, so everyone gets his money's worth."

The next category is management. According to Said et al. (2020), good management determines the future of the company. In the current landscape of intense business competition, there is an increased pressure on management to elevate professionalism as a vital component of the organization's growth. Traditionally, professionalism conveys an understanding and following the organization's goals and business procedures (Wright et al., 2016). In the context of theme parks, this can be translated as the staff's ability to offer the highest standard of service offering to their visitors (Tsang et al., 2015). To these authors, this level of professionalism encourages visitors to appreciate and repeat their visits.

Professionalism: "The management was especially so professional, nice, and friendly it added to the experience."

In addition to professionalism, management is also required to establish a clear vision of the future of the organization. According to Anninos & Chytiris (2012), a well-defined management vision has historically assisted the parks in implementing optimal and efficient business strategies while also charting a course for the future. As such, the introduction of novel rides and attractions leads to higher visitor satisfaction and an increased likelihood of return visits (Islam et al., 2018). For instance:

New development: "Good luck with the new expansion project, can't wait to visit it!"

The findings show that employee attitude, skills, as well as the number of personnel available are considered important components of the staffing. To Ali et al. (2018), the staff is considered the main ingredient needed to enhance visitors' delight, and satisfaction. This is primarily due to the importance of the interactions between staff and visitors in determining the perception of visitors regarding their theme park experience (Saker et al., 2016) ultimately affecting their perceived service quality, performance, and experience (Ryu et al., 2012). Thus, these positive experiences promote visitors' loyalty (Ali et al., 2018). To illustrate:

Staff: "Staff was excellent and always available - we even got an exception to bring food in for our son who is on a strict medical diet." And "staff are everywhere, and you feel so well taken care of."

The last important theme in the recurrent category is location. To Elghonaimy & Al Saeed (2021), location is an important factor to ensure the accessibility and identifiability of theme parks. The higher the strategic positioning, the greater the probability that the visitors will acknowledge and have convenient access to the theme park. Accordingly, such easy access improves visitors' perceived quality and more importantly, it increases the degree of visitors' delight which is further responsible for loyalty (Lari et al., 2019). To give an example:

Location: "Location was easily accessible from our accommodation"

The new themes encompass three key areas, namely the booking system, maintenance, and health protocol. Among these three themes, our findings show that the booking system is the most important theme while health protocol is the least important one.

Online systems consist of online booking and innovative cashless payments. Online booking systems are referred to as booking systems that offer convenience to visitors. According to Ozturk et al. (2016), the degree of convenience is determined by three factors: time, place, and execution. The combination of these factors reflects the degree to which visitors perceived the online booking system in allowing them to experience the reservation process as useful at any given time. In other words, such convenience provides a better booking experience (Xiong & Geng, 2010) and ultimately enhances visitors' satisfaction and loyalty (Mouakket & Al-Hawari, 2012). To illustrate:

Booking system: "We booked our tickets online which seemed like a good deal, we arrived and the process to get our tickets was smooth."

Cashless payments or digital payments refer to modern and innovative payment methods that are conducted through electronic channels (Staykova & Damsgaard, 2015). Scholars note that cashless payments offer multiple benefits, these include, security, convenience, and more payment options. These benefits improve customer satisfaction and loyalty (Novaliana, 2023) and trust (Islamiati et al., 2019). To illustrate:

Cashless payment: "Check-in was easy, loaded some credits into a wristband and it is used to pay for lockers, towels, food, etc."

The second important new theme is maintenance, including rides and general facilities maintenance. Maintenance is regarded as a non-negotiable safety feature because maintenance deficiencies may create accidents and potentially put visitors in danger (Wang et al., 2011). Accordingly, regular, and thorough inspections and maintenance are used to ensure that the rides and other facilities at theme parks remain safe to use (Mahrous et al., 2018). Thus, well-maintained theme park facilities and rides provide a high level of visitors' peace of mind. To give an example:

Maintenance: "Rides were well maintained, and equipment was all in good order. Couldn't have asked for a better experience at an amusement/water park."

Finally, our study established that health protocol as the last important new theme in building visitors' satisfaction. The COVID-19 pandemic has changed people's perception of their health, and accordingly, it drives people to take care of their health more seriously. Poole & Herjanto (2021) suggest that businesses' failure to

anticipate such health sensitivity is considered careless and reckless which further generates disappointment and vice versa. For example:

Health protocol: “Theme Park closely follows health protocol...” and “Doctor on location is very professional and speaks English very well.”

CONCLUSION

The findings show that theme park visitors’ satisfaction attributes are unique and evolving. Through thematic analysis, we found ten recurrent themes: entertainment, staff, restaurant, price, waiting time, physical facilities, environment, security, management, and location. To some extent, these findings confirm those of Geissler & Rucks (2019), Alam et al. (2020), Huq et al. (2022), and Bai et al. (2023). In addition, our results indicate three new themes: maintenance, booking system, and health protocol in the Indonesian context. These additional themes demonstrate that existing theme park satisfaction taxonomies may not be fully applicable to visitors’ satisfaction post-COVID-19 in the Indonesian context.

Our findings provide valuable contributions to both the academic community and business practitioners alike. For academics, this study extends the body of satisfaction literature, specifically, and offers a new theme park visitors’ satisfaction taxonomy. Our thematic findings suggest that maintenance, booking system, and health protocol emerged as new themes that are responsible for visitors’ satisfaction. Secondly, our findings suggest that visitors’ satisfaction is heavily dependent on overall physical facilities. Specifically, they prioritize factors such as cleanliness, non-ride activities and facilities, facility types, amenities, photo opportunities, and design over the specific type and quality of rides. The rationale for this is that theme parks are family-oriented settings that appeal to a wide range of audiences, including not only those seeking specific rides but also elderly individuals who may find enjoyment in alternative activities beyond the thrilling rides. Thirdly, we noted that visitors’ satisfaction is constantly evolving. Regarding practitioners, the newly emerging themes show that visitors’ satisfaction is also generated by the online booking system, maintenance, and health. These suggest that practitioners should always provide convenience and a sense of safety to amusement park guests. The findings also reveal the need for practitioners to upgrade outdated booking systems and applying a cashless policy as these are viewed as convenient, transparent, and less time-consuming by park visitors. In addition, it is also recommended that practitioners enhance their cashless payments by accepting more international payments such as Apple Pay. Because theme parks are considered active public spaces, theme park management should anticipate any potential hazards that may cause harm to their visitors or staff. Thus, it is imperative for management to always have health practitioners on-site, along with proficient basic health personnel trained in CPR and first aid. Finally, it is also recommended that management enhance trust by showcasing their maintenance procedures, including the most recent inspections of rides and other facilities.

Although this study enhances our understanding of the amusement park phenomenon, it has several limitations. First, this study collected data from TripAdvisor only. Because of this limited resource, generalization of the findings should be made with caution. Therefore, future studies may address this limitation by including multiple online platforms (i.e., trip.com, expedia.com, klook.com etc.). Second, this study was carried out in the water park context, therefore, the findings may be skewed to the water park and not suitable to different type of amusement parks. Thus, the authors recommend future scholars to replicate this study by investigating different types of amusement parks. Thirdly, our study only used data from Indonesia, hence, the findings may not apply to other Asian countries. Accordingly, future research should extend the scope of investigation to

different countries. Finally, this study employed a single case study thematic approach, and therefore, the generalization of the findings is limited. Consequently, an employment of a multiple case study approach could offer a different perspective of amusement park satisfaction attributes.

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APPENDIX 1

A Summary of Global Visitors' Amusement Park Satisfaction Attributes

References	Country	Attributes
Razak et al. (2019). The influence of atmospheric experience on theme park tourist's satisfaction and loyalty in Malaysia. <i>International Journal of Innovation, Creativity and Change</i> , 6(9), 20–39.	Malaysia	Ambiance and design
Boshoff (2006). A proposed instrument to measure the customer satisfaction of visitors to a theme park. <i>Management Dynamics: Journal of the Southern African Institute for Management Scientists</i> , 15(3), 2–11.	South Africa	Entertainment, restaurant, bathroom facilities, rides, retail shopping, communication, physical facilities, security, location, and price
Geissler & Rucks (2019). The overall theme park experience: A visitor satisfaction tracking study. <i>Journal of Vacation Marketing</i> , 17(2), 127–138.	US	Overall Park experience and value, park food quality, value, and variety, and park cleanliness and atmosphere
Huq et al. (2022). Key attributes for evaluating the visitor's satisfaction at Shopnopuri artificial amusement park of Dinajpur. <i>ABC Journal of Advanced Research</i> , 11(1), 47–60.	India	Expansive Space and variety of foods, cleanliness and security, entertainment, and visitors
Cheng et al. (2013). Fuzzy importance-performance analysis of visitor satisfaction for theme park: The case of Fantawild adventure in Taiwan, China. <i>Current Issues in Tourism</i> , 19(9), 895–912.	Taiwan	Recreation experience, park service and management, park environment, guidance information, amusement consumption, and park facilities.
Moutinho (1986). Amusement Park visitor behavior – Scottish attitudes. <i>Tourism Management</i> , 9(4), 291–300.	Scotland	Fun rides, little waiting and good climate environment
Thach & Axinn (1994). Patron assessments of amusement park attributes. <i>Journal of Travel Research</i> , 32(3), 51–60.	U.S.	Cleanliness, nice scenery, rides and uncrowded family atmosphere
Alam et al. (2020). Measuring the tourist satisfaction towards the man-made theme park in Bangladesh: A comprehensive study on some selective sites. <i>Management</i> , 4(1), 8–14.	Bangladesh	Attraction and amusement facility, Hotel and restaurant services Administration and support service

References	Country	Attributes
Bai et al. (2023). Exploring thematic influences on theme park visitors' satisfaction: An empirical study on Disneyland China. <i>Journal of Consumer Behavior</i> , 1–17.	China	Service (parking, fast track, entrance, staff, service attitude), theme, (rides experience),
Abrajano, et al. (2023). Tourists' service satisfaction of the selected amusement parks in Subic Bay Freeport Zone. <i>International Journal of Multidisciplinary: Applied Business and Education Research</i> , 4(3), 964–973.	Philippines	Staff, Entertainment, Safety and security, Cleanliness
Kim & Choi (2000). Evaluating customer's satisfaction level as an influential factor to revisit theme park. <i>International Journal of Tourism Sciences</i> , 1(1), 111–126.	South Korea	Adventure atmosphere, Staffs' friendliness, Resting space, Stress resolution, Operation hours
Millman et al. (2012). Examining the guest experience in themed amusement parks: Preliminary evidence from China. <i>Journal of Vacation Marketing</i> , 18(4), 313–325.	China	Staff's knowledge, Safety of rides, Security, Ticket price
Tsang et al., (2012). Themequal – adapting the SERVQUAL scale to theme park services: A case of Hong Kong Disneyland. <i>Journal of Travel & Tourism Marketing</i> , 29(5), 416–429.	Hong Kong	Responsiveness and access, Assurance, Empathy
Yusof et al. (2021). An analysis of visitor profiles and satisfaction towards Jungleland adventure theme park, Sentul city, Bogor, Indonesia. <i>Journal of Event, Tourism and Hospitality Studies</i> , 1, 1–25.	Indonesia	Interaction with staff, facilities for rides and discount or promotion of ticket prices.
Hapsari et al. (2021). Influence of service quality, innovation, price, promotion on customer satisfaction and customer loyalty. <i>Accounting & Finance</i> , 93, 125–134.	Indonesia	Service quality, innovation, price perception and promotion
Ali et al. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. <i>Journal of Destination Marketing & Management</i> , 7, 1–11.	Malaysia	Physical setting, interaction with staff and other customers
Habib & Mahmud. (2020). Evaluating the visitor experience at DNCC Wonderland: An empirical investigation of key attributes. <i>ASEAN Journal on Hospitality and Tourism</i> , 18(1), 22–28.	Bangladesh	Time pass, security, and safety
Pan et al. (2018). Analysis of U.S. theme park selection and international implications. <i>Journal of Transnational Management</i> , 23(1), 22–38.	U.S.	Type of park, price, distance from accommodation, children friendly, and online reviews.
Milman. (2009). Evaluating the guest experience at the theme parks: An empirical investigation of key attributes. <i>International Journal of Tourism Research</i> , 11(4), 373–387.	U.S.	Entertainment variety and quality; courtesy, cleanliness, safety, and security; food variety and value for money; quality of theming and design; availability and variety of family-oriented activities; quality and variety of rides and attractions; and pricing and value for money.
Slatten et al. (2011). Make it memorable: Customer experiences in winter amusement parks. <i>Journal of Culture, Tourism and Hospitality Research</i> , 5(1), 80–91.	Norway	Ambiance (light, sound, and smell) and interaction among customers

References	Country	Attributes
Ahmed et al. (2015). Evaluating the visitor experience at Nandan Park: An empirical investigation of key attributes. <i>Independent Business Review</i> , 8(1), 35–48.	Bangladesh	Space and food, refreshment and amusement, cleanliness and security, quality and comparison, staff behavior and safety, price.
Milman. (2013). Guests' perception of staged authenticity in a theme park: An example from Disney's Epcot's world showcase. <i>Tourism Review</i> , 68(4), 71–89.	U.S.	Realistic architecture, authentic food, and truthful pavilion.
Lari et al. (2019). Islamic and Muslim tourism: Service quality and theme parks in the UAE. <i>Tourism Review</i> , 75(2), 402–413.	U.A.E.	Physical environment, interaction, consumable goods and access.