

SUMMARY

Richan Fernandha, 2017, *The Influence of Product Development Theme Park and Price Perception towards the satisfaction of Tourists (Survey on the Tourists Selecta Recreational Park, Batu City)*. Dra. Fransisca Yaningwati, M.Si, Devi Farah Azizah, S. Sos., M.AB

Product development theme park is the process of determining product strategy, implementing the program, implementation of the requirements until the planning of resources needed in order fulfillment satisfaction of tourists. How product development a good theme park can be seen from three aspects, namely, doing product development theme park on new product lines, product consummation, and re-positioning. The perception is the tendency of prices travelers to use prices in providing an assessment of the suitability of product benefits. The fourth of these aspects can affect the satisfaction of tourists. The satisfaction of tourists can be obtained through the results of the evaluation of product development theme park and the perception of price. Thus, this research aims to know the influence of 1) new product line variable towards the satisfaction of tourists, 2) product consummation variable towards the satisfaction of tourists, 3) re-positioning variable towards the satisfaction of tourists, and 4) price perception variable towards the satisfaction of tourists.

This research uses research methods of explanation (explanatory research) with a quantitative approach. The object of this study are tourists visiting Selecta recreational park. Sampling technique used was purposive sampling technique using the formula Machin and Champell and get samples as much as 120 respondents. Methods used in collecting data is to disseminate questionnaires to tour visiting Selecta recreational park. Analysis of the method used is descriptive analysis and multiple linear regression analysis. The first hypothesis in this study is new product lines, product refinement, re-positioning, price and perception together influential towards the satisfaction of tourists. The second hypothesis, namely new product lines, product refinement, re-positioning, and perceptions of price effect partially towards the satisfaction of tourists. The result of this research shows that the new product line, product consummation, re-positioning, and price perception have significant influence towards satisfaction together tourists. Partially, re-positioning and price perception have significant influence towards the satisfaction of tourists, while a new product line and product consummation does not have significant influence towards the satisfaction of tourists.

Keyword: product development theme park, new product line, product consummation, re-positioning, price perception, and satisfaction of tourists.