Abstract

Taman Remaja Surabaya (TRS) is one of the Surabaya recreation area in a modern leisure park, complete and powerful vehicle that provides 25 types of games. From some of the game is a game that users experienced a slight decrease in the Boom Boom Car. Therefore it is necessary to evaluate the game Boom Boom Car through research. With this research note the factors that affect user satisfaction games Boom Boom Car. Sources of data in this study using primary data obtained through surveys directly to the user's game Boom Boom Car with the research questionnaire design. The survey, conducted Saturday and Sunday in April to May 2011. Methods of analysis using descriptive statistics and binary logistic regression. The results provide information that the factors that affect user satisfaction game Boom Boom Car in Taman Remaja Surabaya (TRS) is the speed to use the game / not in line, the officer acted quickly in providing services, officers are able and quick to resolve the complaint officers who are skilled in providing clear and easily understood, is assured of security and safety to enjoy the game, patience game officer in the face of the user, the location of great game, good games facilities and a game ticket prices affordable.

Key Words: Boom Boom Car, primary data, descriptive statistics, binary logistic regression
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