

## ABSTRACT

### THE INFLUENCE OF TOURISM ATTRACTION AND LEARNING MEDIA ON VISITOR'S SATISFACTION AT SURABAYA ZOO

*The purpose of this study is to know which factor that influences visitor's satisfaction at Surabaya zoo. The independent variables which are observed are tourism attraction and learning media, and visitor satisfaction as the dependent variable. This research technique which is done by using questionnaire that is filled up by 100 respondent. Sampling technique method that is used in this research is random sampling. This research method uses multiple linear regression analysis model. The result of the t test for tourism attraction and learning media variables obtains the value of 3,323 and 2,683 with the significance less than 0,05, indicating that both variables have significant effect on visitor's satisfaction, while from F test, it obtain the value F 27,311 with a significant level of 0.000. this result show that tourism attraction and learning media also have significant effect on visitor's satisfaction. Tourism attraction is the most significant effect on visitor's satisfaction at Surabaya Zoo.*

**Keywords :** *Satisfaction, Decision Making, and Motivation*

