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REIMAGINING HOSPITALITY FOR A MULTI-GENERATIONAL WORLD
THROUGH INNOVATION AND ENTREPRENEURSHIP
TOWARD SUSTAINABILITY

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THE 6th INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION
CONFERENCE 2026

“Reimagining Hospitality for a Multi-Generational World through Innovation and
Entrepreneurship toward Sustainability”

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PREFACE

Om Swastyastu,

Dear Esteemed Participants and Presenters,

On behalf of the Organizing Committee, we are pleased and honored to welcome all participants and speakers to the 6th International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2026. The InHEIC conference has been successfully conducted every year over the past five years, from 2021 through 2025. In 2026, we adopt the theme “Reimagining Hospitality for a Multi-Generational World Through Innovation and Entrepreneurship Toward Sustainability.” This theme is intended to foster deeper discussions on the challenges and opportunities of adapting hospitality practices to meet the expectations of multiple generations through innovation and entrepreneurship while supporting long-term sustainability.

For the 6th InHEIC 2026, we have arranged a distinguished roster of speakers, consisting of three keynote speakers and six invited speakers who are experts in their respective areas. The conference also provides a platform for academics and industry practitioners to present their latest research and publish their work. All accepted papers will be included in the conference proceedings book with an ISSN after completing any required revisions.

We extend our best wishes for the 6th InHEIC 2026, hoping that it will bring great benefits to all of us and serve as a forum for exchanging ideas and enriching experiences.

Om Santih, Santih Santih Om,

Sincerely,

Kusmawan Aditya

Chairman of The Committee

WELCOME REMAKS

Director of Politeknik Pariwisata Bali



Dear Esteemed Participants, Distinguished Speakers, and Valued Partners,

On behalf of Bali Tourism Polytechnic, it is a great honor to extend a warm welcome to all participants of The 6th International Hospitality, Entrepreneurship and Innovation Conference 2026. It is conveyed with sincere appreciation that the presence of all distinguished guests, partners, and participants reflects a shared commitment to advancing knowledge, strengthening academic collaboration, and fostering meaningful global engagement within the hospitality community.

In light of today's rapidly evolving global landscape, the urgency to reimagine the future of hospitality has become increasingly significant. This year's theme, "Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability," underscores the critical need for the industry to adapt to demographic shifts, technological advancements, and sustainability challenges. The coexistence of multiple generations demands more inclusive, adaptive, and forward-thinking approaches. Therefore, this conference serves as a vital platform to encourage innovation, promote entrepreneurial mindsets, and cultivate sustainable solutions that are responsive not only to present needs but also to future transformations, while maintaining a collaborative and inclusive academic environment.

Special recognition is extended to Woosong University for its invaluable partnership and unwavering commitment to academic excellence. As a globally recognized institution, Woosong University has played a significant role in enriching this conference through its academic expertise, international perspective, and active contribution to knowledge exchange. This collaboration represents a strategic partnership that strengthens institutional capacity, expands global networks, and enhances the quality of education in alignment with international standards.

It is sincerely hoped that this conference will serve as a sustainable foundation for future collaboration, fostering innovation, resilience, and global competitiveness among all participants. Furthermore, the outcomes of this initiative are expected to contribute to the

development of human resources who are not only academically competent but also adaptable, creative, and prepared to address the complex challenges of the future hospitality industry. Through continued partnership and a shared vision, this collaboration aspires to generate long-term impact and support the advancement of a more resilient and sustainable global hospitality ecosystem.

Sincerely,

Dr. Drs. Ida Bagus Putu Puja M. Kes.
Director of Politeknik Pariwisata Bali

WELCOME REMARKS

Coordinator of Hotel Management Study Program



Om Swastiastu,

Dear Honorable Speakers, Distinguished Participants, and Valued Partners,

It is my great honor, as the Coordinator of the Hotel Management Study Program of Bali Tourism Polytechnic, to welcome you to The 6th International Hospitality, Entrepreneurship and Innovation Conference (InHEIC) 2026. I would like to express my sincere appreciation to our keynote and plenary speakers, collaborating institutions, presenters, industry partners, lecturers, and especially our students whose dedication and commitment make this conference possible.

Within our study program, this conference is an integral part of the Managerial Application course, where students are actively engaged in planning, coordinating, and executing an international academic event. Through this experience, students not only develop operational management skills, but also strengthen their leadership, teamwork, strategic thinking, and professional communication skills that are essential in the hospitality industry.

Aligned with this year's theme, *"Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability,"* this conference reflects our commitment to preparing future hospitality professionals who are adaptive, innovative, and responsible in addressing global challenges.

May this forum strengthen collaboration between academia and industry and generate impactful ideas for the advancement of the hospitality industry

Om Santih, Santih, Santih Om.

Sincerely,

Ni Made Suastini, SE., MM., CHE

Coordinator of Hotel Management

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Exploring *Taman Mini Indonesia Indah* through the Lens of Gen Z

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Abstract

This study investigates the service quality on visitor satisfaction at Taman Mini Indonesia Indah (TMII), specifically through the evolving perspective of the Gen Z demographic. As Jakarta's premier cultural landmark undergoes a modern transformation, understanding how high service standards resonate with younger, tech-savvy visitors is vital for its long-term sustainability. Unlike previous generations, Gen Z evaluates destinations not just on cultural value, but on the seamlessness of service and the "share ability" of their environment. Using a descriptive quantitative method, primary data was gathered via surveys from Gen Z visitors of TMII. The findings reveal that the aesthetic appeal and maintenance of facilities are critical for content-driven visits. The efficiency in information access and staff professionalism are non-negotiable for a generation accustomed to instant gratification. Personalized and inclusive service significantly boosts guest fulfillment and brand loyalty. The results suggest that for TMII to remain relevant, management must bridge the gap between traditional heritage and modern service expectations. By prioritizing infrastructure maintenance and digital-first staff training, TMII can cement its reputation as a "vibe-worthy" destination, ensuring long-term engagement with the next generation of local and international travelers.

Keywords: *Service Quality, Visitor Satisfaction, Tourism Management, Taman Mini Indonesia Indah (TMII).*

Introduction

Indonesia has a massive potential in the tourism sector, and Taman Mini Indonesia Indah (TMII) stands as one of the most iconic cultural destinations in the country. As a "miniature" of Indonesia's diverse provinces and heritage (Salsabila et al. 2025), TMII is not just a recreational park but also a vital educational hub (Ananda et al. 2024). However, in an increasingly competitive tourism industry, maintaining a high number of visitors is no longer just about the collection of attractions. The modern tourism landscape shifts the focus toward how services are delivered to the visitors.



Danau dengan bentuk kepulauan Indonesia di Taman Mini Indonesia Indah (TMII)
(source: Situs TMII)

Service quality is often cited in tourism literature as a critical determinant of a destination's success (Maulana et al., 2024). Previous studies have consistently shown that when service providers meet or exceed visitor expectations, it leads to higher satisfaction levels (Fauza & Khalid, 2024). In the case of TMII, which has recently undergone significant revitalization to modernize its facilities and management, the urgency to evaluate its service quality has become more relevant than ever. Issues such as facility maintenance, staff responsiveness, and the overall visitor experience are central to determining whether a guest leaves with a positive impression.

While many researchers have explored tourism in Indonesia, analyzing the specific correlation between service quality and visitor satisfaction at a culturally-themed park like TMII provides unique insights. This is particularly important because visitor satisfaction is the primary driver for "word-of-mouth" promotion and repeat visits, which are essential for the long-term sustainability of the park (Ningsih & Pratama, 2024). If the service quality is perceived as lacking, even the most beautiful attractions may fail to retain loyal visitors.

Therefore, this study aims to investigate the influence of service quality on visitor satisfaction at Taman Mini Indonesia Indah. By employing the SERVQUAL dimensions tangibles, reliability, responsiveness, assurance, and empathy this research seeks to identify which factors most significantly impact the visitor experience. The research question to answer is "How does the perceived service quality at Taman Mini Indonesia Indah shape the overall visitor experience for Generation Z, and to what degree does their satisfaction influence their intention to recommend the destination via digital platforms?". The findings of this study are expected to provide practical recommendations for the management of TMII to improve their service standards and ensure that it remains a top-tier destination for both domestic and international tourists.

Literature Review

The theoretical framework of this study is centered on the intricate relationship between service quality dimensions and visitor satisfaction within the context of cultural tourism. Service quality is widely conceptualized as a multidimensional construct, often operationalized through the SERVQUAL model (Parasuraman, Zeithaml & Berry 1988), which evaluates the disparity between customer expectations and perceived performance (Saputra & Handayani, 2023). In large-scale

heritage destinations such as Taman Mini Indonesia Indah (TMII), these dimensions—ranging from physical infrastructure (tangibles) to the reliability and empathy of service personnel—serve as the primary indicators of organizational excellence (Wahyudi & Puspitasari, 2023).

Visitor satisfaction is defined as the psychological state resulting from the evaluative comparison of a service encounter (Hidayat & Kusuma, 2024). Within the academic discourse of hospitality management, it is argued that satisfaction is not merely a transaction-specific metric but a cumulative reflection of the entire visitor journey (Pratama & Suwandi, 2019). For a destination that integrates education, culture, and recreation, satisfaction is heavily influenced by the perceived value and the seamless delivery of services (Handoko & Hermawan, 2025). Empirical evidence consistently suggests that superior service quality acts as a critical antecedent to visitor fulfilment, which in turn fosters positive behavioural intentions such as loyalty and word-of-mouth promotion (Purba & Sembiring, 2018; Saputra & Handayani, 2023).

Furthermore, the management of service standards is essential for maintaining the competitive advantage of national landmarks in an increasingly globalized tourism market (Lestari & Wiweka, 2014). It is theorized that improvements in responsiveness and assurance significantly mitigate negative perceptions and enhance the overall attractiveness of the destination (Putra & Setyaningrum, 2024). Additionally, the integration of physical facilities and service excellence plays a vital role in the decision-making process for Gen Z and modern travelers (Akhirson, 2026; Darmayanti & Salsabil, 2025). Consequently, a systematic focus on elevating service quality is imperative to ensure that TMII fulfils its role as a premier destination for both domestic and international tourists, aligning its operational standards with global hospitality benchmarks (Widiastuti & Kartika, 2024; Wulandari & Santoso, 2024).

Research Methodology

Research Objects and Subjects

The object of this research is Taman Mini Indonesia Indah (TMII) located in Jakarta. This study specifically focuses on two main variables: the independent variable (X), which is Service Quality, and the dependent variable (Y), which is Visitor Satisfaction. The subjects (participants) of this research consist of 33 visitors who have experienced the facilities and services at the site.

Data Collection

This study employs a qualitative descriptive method to collect data. Primary data is gathered through a structured questionnaire distributed to the participants. The instrument is designed into two distinct sections to provide a comprehensive view:

1. Likert Scale Section: This part uses a 5-point Likert scale, ranging from strongly Disagree (1) to Strongly Agree (5). It is to assess visitor's perceptions of various service indicators such as facilities, infrastructure, transportation, and staff responsiveness.
2. Open-ended (Essay) Section: At the end of the questionnaire, respondents are asked to provide descriptive feedback in an essay format. This qualitative addition aims to capture specific suggestions and personal experiences that are not covered by the numerical scale.

Data Analysis

The analysis process is conducted in two stages to interpret the data collected.

Descriptive Analysis: This is used to calculate the Mean (average value) of the collected data to provide an objective summary of the variables (McMillan & Schumacher, 2001).

Thematic Analysis: Data from the essay section is analysed qualitatively to identify recurring themes and patterns that provide deeper context to the numerical results (Creswell, 2014).

Validity and Reliability

To ensure the integrity and consistency of the research findings, the instrument undergoes triangulation of the information by using the respondents' answers of open ended questions (essay).

Results and Discussion

The information in Table 1 shows that the majority of respondents are female (78.8%) while male respondents account for (21.2%) In terms of age, although it was not specifically measured in the questionnaire, the respondents are predominantly university students from the same academic cohort (2024). Therefore, it can be assumed that most respondents are in the early adulthood age range (approximately 20 years old and above).

Table 1: Respondents Characteristics

Name	Frequency	Percent	Valid Percent	Cumulative Percent
Male	7	21.2%	21.2%	21.2%
Female	26	78.8%	78.8%	100%

[Source : *Primary Data (2026)*]

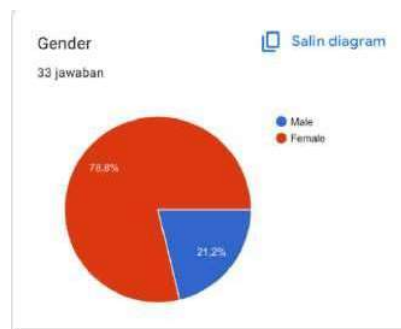


Figure 1: Distribution of Respondents by Gender
[Source : *Primary Data (2026)*]

In Figure 1, the majority of respondents fall within a similar age range, indicating that most participants are young adults. This suggests that the data mainly represents the perspective of individuals within the same age group.

1. It is very easy to find transportation to get this place.

Salin diagram

33 jawaban

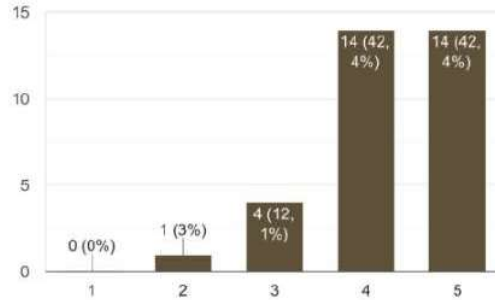


Figure 2: Ease of Finding Transportation to the location
[Source : *Primary Data (2026)*]

Most respondents (Figure 2) agree that transportation to the location is easy to access. This indicates that accessibility is not a major barrier for visitors and supports the convenience of reaching the destination.

7. The photo spots at Taman Mini Indonesia Indah are visually appealing, and I enjoy taking pictures there.

Salin diagram

33 jawaban

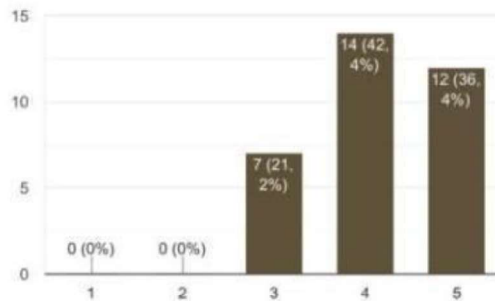


Figure 3: Visitors Experience of Photo Spots
[Source : *Primary Data (2026)*]

The majority of respondents (Figure 3) agree that the photo spots at Taman Mini Indonesia Indah are visually appealing and enjoyable. This suggest that the photo spots enhance visitors experince and contribute to the attractiveness of the destination.

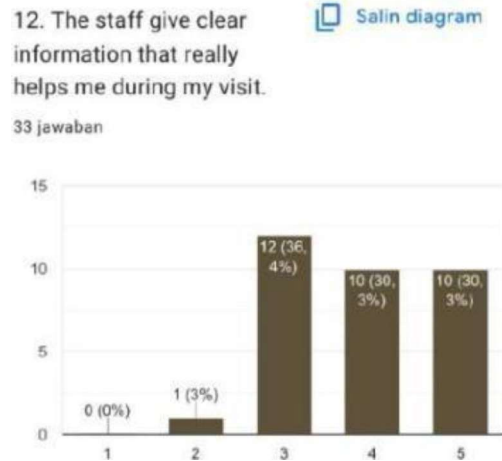


Figure 4: Visitors Perception of staff Service Quality
[Source : *Primary Data (2026)*]

Most respondents (Figure 4) agree that the staff provide clear and helpful information during their visit. This indicates that good service quality plays an important role in supporting a positive visitor experience.

Table 3. Summary of Open Ended Responses

No	Theme	Description
1	Cultural Experience	Visitors enjoy learning Indonesian culture
2	Attraction Variety	Many attractions and activities available
3	Cleanliness	Environment is clean and well-maintained
4	Food Price Issue	Food is considered relative

The majority of respondents (Table 3.) highlight cultural experience, attraction variety, and cleanliness as the main strengths of TMII, representing the most frequently mentioned themes, on the other hand, food price is one of the most commonly reported concerns among visitors. The attraction variety and accessibility are also identified as key contributors to visitor satisfaction (Rahmalia et al. 2023). The availability of diverse attractions allows visitors to explore different aspects of Indonesian culture, while good accessibility supports convenience and ease of movement within the destination. These factors collectively contribute to a more comprehensive and satisfying visitor experience.

In addition, the qualitative findings reinforce the quantitative results, particularly in highlighting cultural experience, attraction, variety, and cleanliness as the main strengths of TMII. This consistency between data sources strengthens the reliability of the study and confirms that these aspects play a significant role in shaping visitors' perceptions. However, despite the generally positive results, the study also identifies an area that requires improvement, namely food price fairness. This indicator is the only one categorized as moderate, indicating that some visitors perceive the pricing of food and beverages as relatively high compared to the value they receive. This issue is also supported by qualitative responses, where several visitors' express concerns regarding pricing.

Therefore, it is recommended that TMII management maintain and further enhance its strengths, particularly in cultural presentation and attraction diversity, while also improving pricing strategies to ensure better affordability and perceived value. Addressing this issue is essential to improving overall visitor satisfaction and increasing the likelihood of repeat visits (Salsabila et al., 2025).

The findings of this study underscore that attraction variety and accessibility are fundamental pillars of visitor satisfaction at Taman Mini Indonesia Indah (TMII). The diverse cultural exhibits allow for a multifaceted exploration of Indonesian heritage, while streamlined accessibility ensures a seamless visitor journey. This aligns with the research of Handoko and Hermawan (2025), who posit that the quality of facilities and ease of access are primary drivers in shaping positive visitor perceptions. Furthermore, the integration of qualitative and quantitative data—which highlights cultural depth and cleanliness as core strengths—mirrors the conclusions of Lubis and Azizah (2025), who suggest that a robust cultural tourism development strategy is essential for increasing tourist arrivals. This consistency across data sources confirms that TMII's status as a premier cultural destination is intrinsically linked to its ability to maintain high standards of physical and thematic diversity (Purba & Sembiring, 2018).

However, the moderate score regarding food price fairness serves as a critical focal point for improvement. While the core attractions are highly valued, the perceived high cost of food and beverages relative to their value threatens to diminish the overall experience. This phenomenon is supported by Akhirson (2026), who notes that price remains a decisive factor in the tourist decision-making process at TMII, directly impacting the perceived "value for money." Historically, price has been a sensitive variable for TMII visitors; even during the pandemic, the relationship between price and visiting decisions was significant (Faris & Roostika, 2022). When food prices are perceived as unfair, it can create a cognitive dissonance that overshadows the positive aspects of the cultural visit, as visitor satisfaction is often mediated by the balance between the quality of the service and the cost incurred (Darmayanti & Salsabil, 2025).

Therefore, to sustain its competitive edge and encourage revisit intentions, TMII management must adopt a dual-action strategy. While it is vital to continue enhancing cultural presentations and facility quality—as emphasized by Wulandari and Santoso (2024)—it is equally imperative to address the affordability of ancillary services such as food and beverage. Implementing a more transparent or tiered pricing strategy would improve the "perceived value" of the destination. As suggested by Ningsih and

Pratama (2024), the interplay between attraction quality and perceived fairness is what ultimately drives "electronic word-of-mouth" (e-WOM) and long-term loyalty. By rectifying the pricing gap, TMII can ensure that the high satisfaction derived from its cultural attractions is not undermined by logistical costs, thereby securing its position as a sustainable and accessible cultural landmark.

Conclusions

This study aims to analyse visitor experience and satisfaction at Taman Mini Indonesia Indah (TMII). Based on the findings, it can be concluded that the overall level of visitor experience and satisfaction is high, as indicated by the majority of indicators falling into the high category. Cultural experience emerges as the most significant factor, showing that visitors highly value the opportunity to learn about Indonesian culture.

Among all indicators, cultural experience emerges as the most dominant factor influencing visitor satisfaction. The high mean score in this aspect suggests that visitors strongly appreciate the opportunity to learn about Indonesian culture, traditions, and heritage through various attractions and activities provided at TMII. This finding highlights the important role of cultural tourism in enhancing visitor engagement and overall satisfaction.

Finally, this study is limited by the relatively small sample size and the homogeneous characteristics of respondents, which are predominantly young adults from the same academic cohort. Future research is recommended to involve a more diverse group of respondents and incorporate additional variables, such as service quality dimensions or revisit intention, in-order-to provide a more comprehensive understanding of visitor satisfaction in tourism destinations.

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