



Analysis of the Sustainability of Wildlife Conservation and Education on Visiting Decisions at the Schmutzer Primate Centre, Ragunan Zoo, Jakarta, Indonesia

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ABSTRACT

The research entitled Analysis of the Sustainability of Conservation and Animal Education on Visiting Decisions at Schmutzer Primate Center, Ragunan Wildlife Park, Jakarta aims to analyze the influence of conservation sustainability and animal education on tourists' visiting decisions. This study is motivated by the increasing interest of tourists in conservation-based and environmental education tourism destinations. The research used a quantitative method with descriptive and associative approaches. Data collection techniques were carried out through questionnaires, observations, documentation, and literature studies involving 30 respondents selected using purposive sampling techniques. Data analysis used validity tests, reliability tests, normality tests, multiple linear regression, t-tests, f-tests, and coefficient of determination analysis. The results showed that conservation sustainability and animal education had a positive and significant influence on tourists' visiting decisions. The coefficient of determination value of 75.1% indicates that visiting decisions are influenced by these two variables, while the remaining percentage is influenced by other factors outside this study. This research concludes that the Schmutzer Primate Center has successfully positioned itself as a sustainable conservation and educational tourism destination with strong attractiveness for visitors.

Keywords: *wildlife conservation, animal education, visiting decision, sustainable tourism, Schmutzer Primate Center*

Background (Font size 11)

Tourism serves not only as a recreational activity but also as a means of environmental education and conservation. Pristiwasa and Demolingo (2020) explain that nature-based tourism activities can serve as a medium for providing environmental knowledge and supporting nature conservation efforts (1). In line with this, Demolingo and Sriwulandari (2022) demonstrate that nature-based tourism activities may include observation and educational

activities, while natural attractions have a significant influence on tourist satisfaction. The use of technology can also contribute to creating more interactive tourism experiences. Demolingo and Remilenita (2023) show that technology within the concept of metaverse tourism can create immersive and interactive tourism experiences and has the potential to support sustainable tourism development (2). Furthermore, Dewi et al. (2023) demonstrate that sustainable tourism development can be implemented through tourism activities based on conservation and the sustainable utilization of resources (3).

Sustainable tourism is a concept of tourism development that emphasises a balance between environmental, social, economic and educational aspects, so that its benefits can be enjoyed by future generations. According to Febriandhika and Kurniawan (2019), sustainable tourism development should emphasize local potential and active community participation as important foundations for the long term development and management of tourism destinations (4). To achieve sustainable tourism, various efforts are required, one of which is through the development of tourism destinations based on conservation and education that can provide benefits for the environment, the community and tourists.

According to Wijayanti (2019), The educational process implemented through tourism activities involves active and creative learning methods, which serve as an effective alternative approach to learning (5). The development of conservation-based educational tourism is one of the efforts to realize sustainable tourism (6).

The Schmutzer Primate Centre at Ragunan Zoo in Jakarta is a conservation tourism destination that combines wildlife conservation, research and public education. The



Schmutzer Primate Centre houses a collection of various primate species, managed using modern conservation approaches, and provides educational information on their habitats, behaviour and conservation efforts.

Several previous studies have shown that conservation- and education-based tourism makes a positive contribution to the development of sustainable tourism. A study by Fitriyansyah and Prastya (2025) on the development of educational tourism at the Maliran Deer Feeding Centre and Kesambi Trees Park demonstrated that the implementation of ex-situ conservation combined with educational tourism can support wildlife conservation, increase community participation and strengthen the development of sustainable tourism (7).

Furthermore, previous research by Cahyaningrum and Demolingo (2026) found that destination appeal and digital cultural education have a positive relationship with tourists' interest in visiting the Immersive Space at the National Museum of Jakarta; thus, the educational aspect is one of the factors influencing tourist interest in a destination (8). Another study conducted by Dewi in 2023 also explains that the application of sustainable tourism principles through environmental, social and economic management is capable of improving the quality of a destination whilst strengthening its appeal to tourists (9).

Most previous research has focused on the development of educational tourism, destination management strategies or general factors influencing visitation decisions. Research specifically analysing the influence of wildlife conservation and education on tourists' decisions to visit wildlife conservation destinations—particularly at the Schmutzer Primate Centre in Ragunan Zoo, Jakarta—remains relatively limited. This situation indicates that there are other factors that require further investigation in order to gain a more comprehensive understanding of the factors influencing tourists' choice of conservation and educational tourism destinations.

Although the Schmutzer Primate Centre has implemented a tourism concept based on conservation and wildlife education, it is not yet known precisely to what extent these two aspects influence visitors' decisions to visit. The majority of visitors still regard this area as a recreational destination, whilst the conservation and educational functions—which are the primary objectives of the centre's management—are not necessarily understood or taken into account in their decision to visit. Research analysing the combined impact of conservation and wildlife

education on visitor decisions remains very limited. Consequently, there is a need for research analysing the relationship between conservation sustainability, wildlife education and tourists' visit decisions, so that this can serve as a basis for enhancing the sustainability of tourism.

Literatur Review

According to Demolingo (2015) in efforts to achieve sustainable tourism, the development of destinations based on local natural potential requires targeted environmental management strategies to ensure ecosystem preservation remains intact (10).

Wildlife conservation is the effort to preserve and protect animals from extinction outside their natural habitats. According to Nugraha and Yanti (2023), a zoo is defined as an artificial environment or natural park designated for animal care, while also serving purposes such as entertainment, education, conservation research, species protection and recreation (11).

In principle, wildlife conservation can be carried out through in-situ and ex-situ approaches. In-situ conservation focuses on protecting species within their natural habitats, while ex-situ conservation involves conserving species outside their natural habitats (12). Zoos can support ex-situ conservation through breeding, research and education, which can contribute to long-term wildlife conservation (13).

Wildlife parks or zoos serve the primary function of housing and breeding endangered species (Lesmana & Brahanto 2015) (14). According to Alikodra (2002) wildlife plays an important role in human life, including ecological, economic and socio-cultural functions (15). Wildlife can also serve as a tourism attraction in zoos, safari parks, wildlife parks and national parks.

Zoos around the world are urged to address species conservation through environmental education, research, habitat conservation and reintroduction (16). Therefore, Ragunan wildlife Park is a conservation area that serves for preservation, nature recreation, education, water catchment areas, green open spaces, as well as an oxygen source of the lungs of the city of Jakarta (17).

In addition to conservation, educational tourism also plays a vital role in supporting the success of sustainable tourism. According to Priyanto (2018), educational tourism is essentially a tourism concept with positive value, combining learning activities with tourism (18). According to David A. Kolb (1984), effective learning



occurs through direct experience. Semara et al. (2017) stated that educational tourism is a tourism development concept aimed at achieving environmentally oriented tourism management and promoting sustainable (19). Zoos are no longer viewed merely as places of entertainment, but also as a means of non-formal education aimed at increasing public knowledge of biodiversity, animal behaviour, environmental conservation and the importance of maintaining the balance of ecosystems.

Successful conservation and educational management can influence visitors' perceptions and their decision to visit. According to Widiastutik (2019), a visitor's decision is the behaviour that determines a tourist's choice of a tourist destination in order to achieve satisfaction in line with their needs and desires (20), whilst according to Mardhotillah and Saino (2013), tourists visiting decisions can be understood as a form of consumer decision making behavior, in which individuals select a tourism destination that meets their needs and desires in order to achieve satisfaction (21).

Every tourist visitor certainly has different perceptions of a particular tourism destination (22). According to Kotler and Keller (as cited in Pirastyo et al 2025), consumer behaviour is defined as the study of how individuals, groups and organisations consider, choose, purchase, use and dispose of goods, services, ideas and experiences to meet their needs and achieve satisfaction (23). This forms the very basis of tourists' decisions to visit.

Attractions and tourist objects play a crucial role in drawing visitors to an ecotourism location (Hartati et al., 2021). As a primary objective for tourists, the existence of attractive objects becomes a major factor that motivates them in choosing a tourism destination (24). Tourism products can be offered for sale in tourism activities (25).

Research Method

This study employed a quantitative method using descriptive and associative approaches. The descriptive approach was used to characterise the sustainability of wildlife conservation and education, as well as visitor decision-making, whilst the associative approach was used to determine the relationships between variables. The study was conducted at the Schmutzer Primate Centre within Ragunan Wildlife Park, Jakarta, one of the largest wildlife conservation and education centres in Indonesia. The population for this study was selected using *purposive sampling*, namely visitors who had visited the Schmutzer

Primate Centre at least once. The sample size was set at 30, based on the principle, in accordance with the view of Singarimbun and Effendi (1995), who state that the minimum sample size for a questionnaire survey is 30, as the distribution of values will then approximate a normal curve (26).

The research variables were conservation sustainability (X1), wildlife education (X2) and the decision to visit (Y). Data collection techniques included questionnaires, direct observation of conservation and educational areas, documentation and a literature review of journals, books and previous research. Data analysis techniques included validity tests, reliability tests, normality tests, multiple regression analysis, t-tests, F-tests and the coefficient of determination. The research period spanned the distribution of questionnaires, data processing and the preparation of the research report.

Results and Discussion

The research began with a validity test aimed at determining whether each question item was suitable for inclusion in the specified variable. In order for the research instrument to be used as a universally acceptable measurement tool, it must first be tested (27).

Validity testing was carried out by examining the correlation between each questionnaire item and the score. If the calculated $r >$ the table r , or if the significance level (sig) < 0.05 , then the item was deemed valid. The table r value used for 30 respondents is 0.361. The results of the validity test for the conservation variable (X1) comprising 4 questions, the wildlife education variable (X2) comprising 4 questions, and the decision to visit variable (Y) comprising 4 questions—making a total of 12 questions—show that the calculated r is greater than the table r ; consequently, all questionnaire items are deemed valid and may therefore be used.

Furthermore, the results of the reliability test showed a *Cronbach's Alpha* value of 0.884 for variable x_1 , 0.869 for variable x_2 and 0.924 for variable y . All these values exceeded the minimum threshold of 0.70; therefore, the research instrument was deemed reliable and to possess good internal consistency.

Furthermore, classical assumption tests needed to be carried out to ensure that the linear regression model could be interpreted (28). This test was conducted using the *Kolmogorov-Smirnov* test in SPSS, yielding a value of 0.65, which is greater than 0.05. This indicates that the data



are normally distributed and therefore satisfy the assumptions required for multiple linear regression analysis.

Multiple regression analysis is used to determine the effect of two or more independent variables (X) on the dependent variable (Y). The regression analysis in this study aims to determine the extent to which the variables of conservation sustainability and wildlife education influence the decision to visit. The multiple linear regression analysis yielded the equation $Y = 4.133 + 0.456X_1 + 0.309X_2 + e$. This equation indicates that conservation sustainability and wildlife education have a positive relationship with the decision to visit.

The regression coefficient for conservation sustainability, at 0.456, indicates that an increase in visitors' perceptions of conservation sustainability will increase the decision to visit by 0.456 units, assuming all other factors remain constant. Meanwhile, the coefficient for wildlife education, at 0.309, shows that the better the quality of education received by tourists, the more likely they are to decide to visit.

The results of the partial tests indicate that conservation sustainability has a positive and significant effect on the decision to visit, with a significance value of ($0.000 < 0.05$). Similarly, the wildlife education variable yielded a value of ($0.008 < 0.05$), meaning that both variables have a significant partial effect on the decision to visit.

Next, the F-test was used to examine the overall effect of the independent variables on the dependent variable. If the p-value is < 0.05 , this indicates that the independent variables (X) have a significant effect on the dependent variable (Y). Based on the results, the F-value was 42.269 and the significance value was 0.000, meaning that the significance level was less than 0.05. These findings demonstrate that the sustainability of conservation and education regarding the ' ' species collectively have a significant effect on tourists' decisions to visit the Schmutzer Primate Centre.

The final test was the coefficient of determination test, which is a useful tool for measuring the percentage (%) of the influence of all variables on the dependent variable (29). The coefficient of determination test was used to determine the extent to which wildlife conservation and education influence tourists' decisions to visit.

Based on the results of the SPSS data analysis, the *R-squared* value was 0.751. This indicates that the extent of

the influence of conservation sustainability and wildlife education on the decision to visit was 75.1 per cent, whilst the remaining 24.9 per cent was influenced by other factors not included in this study, such as price, accessibility, service quality, destination image, facilities and promotion.

Discussion

The test results indicate that the sustainability of wildlife conservation has a positive and significant impact on tourists' decisions to visit the Schmutzer Primate Centre at Ragunan Zoo in Jakarta. These findings indicate that tourists are paying increasing attention to a destination's commitment to preserving wildlife and the environment. The Schmutzer Primate Centre is viewed not only as a recreational venue but also as a destination with conservation value, thereby increasing tourists' interest in visiting. The better the implementation of conservation programmes, the greater the tourists' confidence in the quality of the destination.

These findings are consistent with research by Dewi (2023) on sustainable tourism as a means of strengthening post-pandemic destinations in the ecotourism village of Pancoh, Sleman, Yogyakarta, which states that the application of sustainable tourism principles through environmental, social and economic management can improve the quality of tourist destinations whilst enhancing their appeal to visitors (9). Destination management that takes sustainability into account is a key factor in creating highquality tourism experiences that are focused on environmental conservation.

The findings of this study are also supported by the 2025 research by Fitrianatsany and Prasatya on the development of educational tourism at Maliran Deer Feeding and Kesambi Trees Park (7). That study explains that ex-situ wildlife conservation, combined with educational activities, can support the development of sustainable tourism and raise public awareness of the importance of wildlife conservation.

The study by Fitrianatsany and Prasatya also demonstrates that wildlife education has a positive and significant influence on tourists' decision to visit, indicating that tourists are not only seeking entertainment but also desire experiences that provide knowledge about wildlife, conservation and environmental preservation (7).

Other findings are also consistent with research conducted by Cahyaningrum and Demolingo (2026) in a journal on digital cultural education, which found a positive



correlation between digital cultural education and tourists' interest in visiting the immersive space at the National Museum (8). This research demonstrates that the delivery of educational information through engaging media can increase tourists' interest in tourist destinations. This study differs in that it examines wildlife education at a primate conservation destination, whereas the study by Cahyaningrum and Demolingo focused on digital technology-based cultural education in a museum. This difference in subject matter indicates that educational elements remain a key factor in influencing the decision to visit, whether for cultural tourism or conservation tourism (8).

In terms of stimulants, the sustainability of wildlife conservation and education has been shown to have a strong influence on tourists' decisions to visit, with a coefficient of determination of 75.1 per cent. These results indicate that both variables are dominant factors influencing tourists' decisions when choosing conservation destinations.

Based on the overall research findings, it can be concluded that the success of the Schmutzer Primate Centre as a conservation destination is determined not only by its success in conserving wildlife but also by the destination's ability to provide educational experiences for visitors. The integration of conservation and educational functions serves as an added value that strengthens the destination's competitiveness and supports the implementation of sustainable tourism. This research also demonstrates that the combination of these two aspects can influence tourists' decisions to visit conservation tourism destinations.

Both variables account for the majority of the variation in tourists' visitation decisions. Conservation and educational functions are key factors in the development of conservation-based tourist destinations.

Conclusion

This study demonstrates that the sustainability of wildlife conservation and education has a positive and significant influence on tourists' decisions to visit the Schmutzer Primate Centre at Ragunan Wildlife Park. These findings reinforce previous research on the principles of sustainable tourism and education, whilst providing evidence that wildlife conservation destinations can enhance their appeal to tourists if they are able to combine environmental conservation with educational experiences.

Limitations and Recommendations

This study has several limitations that should be considered when interpreting the findings. First, the research was conducted specifically at the Schmutzer Primate Centre within Ragunan Zoo, Jakarta. Consequently, the findings reflect tourist perceptions and visitation decisions within the context of a specific conservation-based destination; thus, they may not be directly generalizable to other wildlife conservation or ecotourism destinations with different characteristics. Second, the study focused on two independent variables—conservation sustainability and wildlife education—to explain tourist visitation decisions. Although the coefficient of determination indicates that these variables account for 75.1% of the variation in visitation decisions, the remaining 24.9% is likely influenced by other factors—such as price, accessibility, service quality, destination image, facilities, promotion, and visitor experience—that were not examined in this study.

Third, the study employed a quantitative approach with a relatively limited number of respondents, particularly during the validity testing stage, which involved 30 respondents. As a result, the findings may not fully represent the perceptions of the entire visitor population or tourists with diverse demographic and behavioral characteristics. Furthermore, the research instrument relied on respondents' perceptions and self-reported answers, which can be influenced by personal experiences and subjective judgments.

Given these limitations, future research should involve larger and more diverse samples of respondents to enhance the generalizability of the findings. Follow-up studies could also examine additional factors that may influence tourists' decisions to visit conservation destinations, including accessibility, destination image, service quality, facilities, price, promotion, visitor satisfaction, and environmental awareness. Comparative studies involving multiple conservation destinations are also recommended to determine whether the influence of conservation sustainability and wildlife education remains consistent across different locations. Furthermore, future research could employ a mixed-methods or qualitative approach to gain a deeper understanding of how visitors perceive the conservation program and the educational experience.

Recommendations

The findings of this study indicate that the



management of the Schmutzer Primate Centre needs to continue to strengthen the implementation of conservation programmes and to develop educational materials and activities relating to wildlife that are more interactive, innovative and easily understood by visitors. It is hoped that these efforts will enhance the quality of the visitor experience, reinforce the destination's image as a conservation tourism area, and encourage more visitors to choose to visit.

In theoretical terms, this study enriches the field of sustainable tourism by providing empirical evidence on the influence of wildlife conservation and education on tourists' decisions to visit conservation tourism destinations. These findings also serve as a reference for future research by developing a research model that incorporates additional variables such as service quality, destination image, accessibility, facilities and digital promotion, thereby providing a more comprehensive understanding of the factors influencing visitation decisions.

Theoretical and Practical Contributions

This study contributes to the advancement of tourism research by demonstrating that wildlife conservation and education are critical factors influencing tourists' decisions to visit conservation-based tourism destinations. These findings reinforce the application of sustainable tourism perspectives and insights into tourist motivation, showing that travelers consider not only recreational benefits but also conservation values and educational experiences when selecting a destination. The significant influence of these two variables indicates that integrating conservation and education is essential for understanding tourist behavior in wildlife-based tourism.

The study also contributes to the literature on conservation tourism by presenting empirical evidence from the Schmutzer Primate Center at Ragunan Zoo. The finding that wildlife conservation and education—acting in tandem—explain 75.1% of the variation in tourists' visitation decisions underscores the importance of integrating environmental conservation with educational functions when developing sustainable tourism destinations.

From a practical standpoint, these findings offer implications for the management of the Schmutzer Primate Center and similar conservation destinations. Destination managers should strengthen conservation programs and

communicate their environmental benefits more effectively to visitors. Wildlife education initiatives should be enhanced through engaging interpretation methods, informative signage, interactive activities, guided programs, and appropriate digital media, enabling visitors to gain meaningful knowledge while enjoying the destination. Integrating conservation and education can improve the quality of the visitor experience, boost the destination's appeal, and foster broader public awareness regarding wildlife conservation.

For policymakers and tourism stakeholders, these findings suggest that the development of conservation-based tourism should not focus solely on increasing visitor numbers. Instead, tourism development must strike a balance among visitor satisfaction, educational value, and the protection of wildlife and the environment. Such an approach can support the long-term sustainability and competitiveness of conservation tourism destinations.

Contributions by Researchers

All authors actively contributed to the research process, from the formulation of the research concept to the completion of the manuscript. The authors contributed to the development of the research methodology, data preparation and collection, data analysis, interpretation of findings, and manuscript drafting. All authors participated in reviewing and revising the manuscript to ensure the accuracy and consistency of the research results and discussion. All authors have read and approved the final version of the manuscript.

Conflict of Interest

The authors declare no conflicts of interest regarding the conduct of this research, the analysis and interpretation of data, or the preparation and publication of this manuscript. This research was conducted independently and without any personal, financial, institutional, or other external interests that could influence the research process, results, or conclusions.

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