

ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN DAN LOYALITAS WISATAWAN JAWA TIMUR PADA TAMAN HIBURAN BERTEMA JATIM PARK 1

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ABSTRAK

Industri taman hiburan berkembang cukup pesat di Asia dan menempati posisi kedua dari seluruh dunia. Angka pertumbuhan rata-rata industri taman hiburan di Indonesia juga masih diatas pertumbuhan rata-rata dunia. Jatim Park 1 yang didirikan oleh Jatim Park Group merupakan taman hiburan pertama berkonsep hiburan dan edukasi yang didirikan di Jawa Timur. Penelitian ini bertujuan untuk mengetahui dan menganalisa faktor-faktor yang dapat mempengaruhi kepuasan serta loyalitas pelanggan pada taman hiburan bertema. Penelitian ini melibatkan 165 responden yang pernah berkunjung ke Jatim Park 1 dalam kurun waktu 2 tahun terakhir. Penelitian bersifat kuantitatif dan data dianalisis dengan menggunakan teknik Structural Equation Modeling (SEM) dengan software AMOS 22. Hasil penelitian menunjukkan bahwa *interaction with staff* berpengaruh positif signifikan terhadap *customer delight*, *price* berpengaruh positif signifikan terhadap *customer satisfaction*, *customer delight* berpengaruh positif signifikan terhadap *customer satisfaction* dan *customer loyalty*, serta *customer satisfaction* berpengaruh positif signifikan terhadap *customer loyalty*. Namun *physical environment* tidak berpengaruh terhadap *customer delight* dan *customer satisfaction*, lalu *interaction with other customer* tidak berpengaruh terhadap *customer delight* dan *customer satisfaction*. Kemudian *interaction with staff* tidak berpengaruh terhadap *customer satisfaction*.

Kata kunci: *Customer delight*, *Customer satisfaction*, *Customer loyalty*.

*ANALYSIS OF FACTORS INFLUENCING SATISFACTION AND LOYALTY OF
EAST JAVA TOURIST IN JATIM PARK 1 THEME PARK*

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ABSTRACT

The amusement park industry is growing rapidly in Asia and ranks second worldwide. The average growth rate for the amusement park industry in Indonesia is still above the world average. Jatim Park 1, which was founded by the Jatim Park Group, is the first amusement park with the concept of entertainment and education established in East Java. This study aims to identify and analyze the factors that can influence customer satisfaction and loyalty in themed amusement parks. This research involved 165 respondents who had visited Jatim Park 1 in the last 2 years. The research is quantitative and the data is analyzed using the Structural Equation Modeling (SEM) technique with AMOS 22 software. The results show that interaction with staff has a significant positive effect on customer delight, price has a significant positive effect on customer satisfaction, customer delight has a significant positive effect on customer satisfaction and customer loyalty, as well as customer satisfaction has a significant positive effect on customer loyalty. However, the physical environment has no effect on customer delight and customer satisfaction, and interaction with other customers has no effect on customer delight and customer satisfaction. then interaction with staff has no effect on customer satisfaction.

Keywords: Customer delight, Customer satisfaction, Customer loyalty.