

ABSTRACT

Since 2013s, the music festival in Indonesia has grown a lot which can be proved through the increasing number of music festival that settled in Indonesia. This business arises because of the growth that occur in middle class society which causes demand towards singers and art performances especially in the urban area. One of the Music Festival that have settled in Indonesia is We The Fest. We The Fest is an Indonesian Corporate that carries hospitalities services. Event & group is based in Jakarta, Indonesia owned Ismaya Group which was established at 2003.

This study aimed to determine the effect of Operant Service Quality, Operand Service Quality, Customer Engagement, Customer Satisfaction & Customer Loyalty of We The Fest in Indonesia.

The sample used in this study is We The Fest customers who are domiciled in Indonesia with an age range between 18 to 60 years who have been to We The Fest at least one year ago with 100 respondents. For processing and analyzing the data, this study used SPSS version 22.0 software. The sampling method used in this research that is non - probability sampling.

Based on the research conducted, it shows that Operant Service Quality has a positive effect on Customer Satisfaction with a regression coefficient of 0.502 with the significance of 0.000, Customer Satisfaction has a positive insignificant effect on Customer Loyalty with a regression coefficient of 0.378 with the significance of 0,002. Operant Service Quality have a positive effect on Customer Engagement, with a regression coefficient of 0.713 with the significance of 0.000. This research concludes that Customer Satisfaction is the most important part to make the customers have Satisfied to We The Fest and Product Quality has the biggest value of regression which means it is the most important variable to Customer Satisfaction. It is recommended to pay more attention to Operant Service Quality as it has the biggest effect Customer Engagement which influences the amount of audience to be proud, keeping up good names and having an emotional attachment to We The Fest. Moreover, We The Fest can improve the staff's services, line-ups, performances & expressions of the singers and etc.

Keywords: Operant Service Quality, Operand Service Quality, Customer Engagement, Customer Satisfaction & Customer Loyalty & We The Fest.

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