

ABSTRAK

Pariwisata terus berkembang tidak hanya di negara maju, namun juga di negara berkembang seperti halnya Indonesia. Sektor pariwisata berdampak bagi pertumbuhan ekonomi suatu negara, bahkan sektor pariwisata sendiri sudah menyumbang 10,4% pemasukan pada Produk Domestik Bruto dunia. Indonesia sendiri telah meningkatkan sektor pariwisata dengan baik, hal ini terbukti dengan fakta bahwa pada tahun 2017, Indonesia menempati peringkat sembilan dalam hal pertumbuhan sektor pariwisata di dunia dengan tingkat pertumbuhan 22%. Batu Night Spectacular yang merupakan salah satu taman hiburan berwahana yang unik di kota Batu, Indonesia. BNS adalah taman hiburan yang unik, indah, dan menyenangkan karena BNS beroperasi dari sore hingga tengah malam, selain itu BNS juga menyediakan banyak wahana buatan manusia serta pemandangan alami yang mana hal ini dapat menyesuaikan minat banyak kalangan masyarakat. BNS sendiri menempati peringkat 4 taman hiburan teratas yang menjadi pesaing terdekat BNS dalam hal jumlah pengunjung, yaitu Selecta, Kusuma Agro Wisata, dan Jatim Park. (<https://travel.tempo.co/>, diunduh pada tanggal 24 Januari 2019), (<https://jtp.id/>, diunduh pada tanggal 29 Januari 2019), (<https://batukota.bps.go.id/>, diunduh pada tanggal 7 April 2019)

Penelitian ini ditujukan untuk mengetahui pengaruh *physical environment*, *interaction with customers*, dan *interaction with staff* terhadap *customer delight*, *customer satisfaction* dan pada akhirnya terhadap *customer loyalty* pengunjung Batu Night Spectacular di Surabaya.

Sampel yang digunakan dalam penelitian ini adalah pengunjung Batu Night Spectacular yang berdomisili di Surabaya, pria dan wanita dengan rentan usia antara 18 sampai 60 tahun, pernah membeli tiket dengan biaya pribadi dan berkunjung ke Batu Night Spectacular (BNS) minimal 2 kali dalam 1 tahun terakhir, mengetahui taman hiburan wahana selain Batu Night Spectacular, sejumlah 140 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini digunakan *software* SPSS versi 22.0. Hasil analisis menunjukkan bahwa *Physical Environment* berpengaruh positif terhadap *Customer Delight*, *Interaction With Other Customers* tidak berpengaruh secara signifikan terhadap *Customer Delight*, *Interaction With Staff* berpengaruh positif terhadap *Customer Delight*, *Physical Environment* tidak berpengaruh secara signifikan terhadap *Customer Satisfaction*, *Interaction With Other Customers* berpengaruh positif terhadap *Customer Satisfaction*, *Interaction With Staff* berpengaruh positif terhadap *Customer Satisfaction*, *Customer Delight* berpengaruh positif terhadap *Customer Satisfaction*, *Customer Delight* berpengaruh positif terhadap *Customer Loyalty*, *Customer Satisfaction* berpengaruh positif terhadap *Customer Loyalty*.

Berdasarkan hasil penelitian, ditemukan bahwa BNS harus lebih memperhatikan variabel *Customer Delight* dan *Customer Satisfaction* untuk meningkatkan loyalitas pengunjung BNS dengan cara menyajikan kualitas serta kuantitas wahana yang sebaik mungkin serta pelayanan dari karyawan BNS yang memuaskan, misalnya dengan menambah wahana terbaru yang belum ada/masih sangat jarang di taman hiburan wahana Indonesia serta karyawan yang terus inisiatif memuaskan pelanggan.

Kata kunci : *Customer Loyalty, Customer Satisfaction, Customer Delight, Interaction With Staff, Interaction With Other Customers, Physical Environment, Batu Night Spectacular (BNS).*

ABSTRACT

Tourism continues to grow not only in developed countries, but also in developing countries as approved by Indonesia. The tourism sector for the country's economic growth, even the tourism sector has contributed 10.4% of revenues to the world's Gross Domestic Product. Indonesia itself has improved the tourism sector well, this is evidenced by the fact that in 2017, Indonesia ranked ninth in terms of growth in the tourism sector in the world with a growth rate of 22%. Batu Night Spectacular which is one of the unique amusement parks in Batu, Indonesia. BNS is a unique, beautiful and fun amusement park because BNS is built from sick to midnight, besides that BNS also provides many man-made rides and natural scenery which can adjust the interests of many people. BNS itself ranks the top 4 of the top amusement parks that are the closest priority to BNS in terms of the number of visitors, namely Selecta, Kusuma Agro Tourism, and East Java Park. (<https://travel.tempo.co/>, downloaded on January 24, 2019), (<https://jtp.id/>, downloaded on January 29, 2019), ([https://batukota.bps.go.id /](https://batukota.bps.go.id/), downloaded on April 7, 2019

This research is intended to knowing the influence *physical environment, interaction with customers, and interaction with staff* on *customer satisfaction, customer satisfaction* and ultimately the *customer loyalty* of Batu Night Spectacular customer in Surabaya.

The sample used in this study was visitors to the Batu Night Spectacular who were domiciled in Surabaya, men and women aged between 18 and 60 years old, had purchased tickets with personal costs and purchased at Batu Night Spectacular (BNS) at least 2 times in the past 1 year, know about amusement parks besides Batu Night Spectacular, counting 140 respondents. To process and analyze data in this study used SPSS version 22.0 software. The analysis showed that the *Physical Environment* was positively related to *Customer Delight, Interaction with Other Customers* was not significantly related to *Customer Delight, Interaction with Staff* had a positive effect on *Customer Delight, Physical Environment* was not significantly related to *Customer Satisfaction, Interaction with Other Customers* has a positive effect on *Customer Satisfaction, Interaction with Staff* has a positive effect on *Customer Satisfaction, Customer Satisfaction* has a positive effect on *Customer Satisfaction, Customer Satisfaction* has a positive effect on *Customer Loyalty, Customer Satisfaction* has a positive effect on *Customer Loyalty*.

Based on the results of the study, it was found that BNS had to pay more attention to the *Customer Delight* and *Customer Satisfaction* variables to increase BNS visitor loyalty by accepting quality and satisfaction of vehicles that might be needed as well as satisfying BNS employee services, by adding the latest vehicle amusement park rides indonesia

Keywords : *Customer Loyalty, Customer Satisfaction, Customer Delight, Interaction With Staff, Interaction With Other Customers, Physical Environment, Batu Night Spectacular (BNS).*