ABSTRACT

The purpose of this researchis to reveal whether Festival Authenticity has the effect on Loyalty to Festival through Festival Quality, Festival Value and Satisfaction with Festival on Marketworld.id in Surabaya, which is aimed to use 4 variables to identify the Loyalty to Festival.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 105 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who have visited Marketworld.id at least once. The sampling method used in this research that is non - probability sampling.

Results of the data processing using AMOS 22.0 software that shows ten hypotheses that proposed in this research. Which the results can be described as follows; Festival Authenticity has insignificant effect on Festival Value variable with regression coefficient value of 0.217 and C.R. value of 0.840; Festival Authenticity has insignificant effect on Loyalty to Festival variable with regression coefficient value of 0.038 and C.R. value of 0.247; Festival Authenticity has insignificant effect on Satisfaction with Festival variable with regression coefficient value of 0.342 and C.R. value of 1.686; Festival Authenticity has significant effect on Festival Quality variable with regression coefficient value of 0.843 and C.R. value of 6.056; Festival Quality has significant effect on Festival Value variable with regression coefficient value of 0.538 and C.R. value of 2.088; Festival Quality has significant effect on Loyalty to Festival variable with regression coefficient value of 0.621 and C.R. value of 3.730; Festival Quality has insignificant effect on Satisfaction with Festival variable with regression coefficient value of 0.261 and C.R. value of 1.245; Festival Value has insignificant effect on Loyalty to Festival variable with regression coefficient value 0.034 and C.R. value of 0.287; Festival Quality has significant effect on Loyalty to Festival variable with regression coefficient value of 0.621 and C.R. value of 3.730; Satisfaction with Festival has significant effect on Loyalty to Festival variable with regression coefficient value of 0.308 and C.R. value of 2.275. Assessed on the result of the coefficient path, it is shown that the effect of Festival Authenticity has the highest affection which has the value of 0.843 on Festival Quality. Then with the second highest affection is Festival Quality on Loyalty to Festival with the value of 0.621 and the third biggest affection is the Festival Quality to the Festival Value variable with the value of 0.538.

Keywords: Festival Authenticity, Festival Value, Festival Quality, Satisfaction with Festival, Loyalty to Festival, Marketworld.id.