

ABSTRACT

The lure of thrilling rides, food and entertainment began to draw large numbers of fans. However, in the 1930's, amusement parks along with the rest of the world took a major hit when the Great Depression hit. Many amusement parks closed forever and others barely survived the economic downturn. After the Great Depression amusement parks started the transformation to larger parks. The number of amusement parks, for example in Jakarta, showed significant performance, including visitors to the Ancol Jaya Dream Park that had exceeded 15 million, Taman Mini around 15 million, and Ragunan Zoo reached 4.5 million last year. With the government's ambition to boost tourism's contribution to total economic growth, meaning that this had a positive impact on the amusement park industry in Indonesia. In highly competitive markets, firms are increasingly concerned with customer's loyalty. It is recognised that positive emotions relate to tourist satisfaction and intention to revisit in various sectors of the tourism industry, including theme parks, because of their continuous interaction with the physical and social environment during the consumption experience.

The purpose of this research is to reveal which factors between Physical Environment, Interaction with Staff and Interaction with other Customer has the biggest effect on Customer Loyalty through Customer Delight and Customer Satisfaction on Jawa Timur Park 3, which is aimed to use 6 variables to identify the Customer Loyalty.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the SPSS 22.0 software. The questionnaire distributed to 107 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 17-65 years, who had visited and boarded rides in East Java Park 3 in the past 1 year. The sampling method used in this research that is non - probability sampling.

Based on the result of linear regression, it shows that the effect of Interaction with Staff on Customer Delight of Jawa Timur Park 3 has the biggest effect which is 0.441. Then the second biggest effect is Customer Delight on Customer Satisfaction of Jawa Timur Park 3 which is 0.420. The third biggest effect is Customer Delight on Customer Loyalty showed significant positive results with the standardized coefficient beta of 0.419. The fourth biggest effect is Customer Satisfaction on Customer Loyalty of Jawa Timur Park 3 showed significant positive results with the standardized coefficient beta of 0.399.

Keywords: Physical Environment, Interaction with Staff, Interaction with other Customer, Customer Delight, Customer Satisfaction, Customer Loyalty, Jawa Timur Park 3.