

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Amusement defined as the state of experiencing humorous and entertaining events or situations, and is associated with enjoyment, happiness, laughter, and pleasure. Therefore, amusement can cause delight from being entertained. (TheFreeDictionary, 2019)

The origin of amusement parks can be traced back to the 1100's in England, when Elizabethan Fairs were held. While they are not like today's parks, they offered a variety of entertainment and food which became a popular pastime with people of that era. The Oktoberfest became another form of amusement park, where not only beer was served, but other events to celebrate that year's harvest with food, drink and displays. The amusement park genre began to increase in popularity with the start of the World Fair. In 1851 the first World's Fair was held at Crystal Palace in England. The World's Fair became a place for vendors to showcase new products, star entertainers to perform and for people to sample food and view products from countries around the world. Throughout the 1800's and into the 1900's the World's Fair was a chance for the world to get together, meet and have a good time in one location. The golden age of amusement parks took place in the early 1900's. With transportation becoming easily accessible via trolleys, cars and trains, people were able to move freely between cities and into different areas. New amusement parks such as Coney Island, Dreamland and Luna Park started to operate near large cities.

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. Even when the Depression was over, the amusement park industry recovered a portion of their business; however, they never achieved the same level of success. After the Great Depression amusement parks started the transformation to larger parks. Amusement parks such as Disneyworld, Disneyland, Six Flags, Hershey Park and Knotts Berry

Farm started to gain popularity. These new large parks had the latest in thrill rides and roller coasters, featured family entertainment, all types of food and fun for the entire family (Phony Diploma, 2001).

Theme Park is an amusement park in which landscaping, buildings, and attractions are based on one or more specific themes, as jungle wildlife, fairy tales, or the Old West (Dictionary.com, 1998). Walt Disney is using the traditional amusement park as a model for his theme park. Disneyland opened in 1955 and served as the model for the new hybrid "theme parks". The park was divided into immersive themed 'lands' where each area of the park presents a themed environment as the foundation of a traditional amusement park. The success of Disneyland led to the creation of a new generation of theme parks. Many new park projects opened up, all following the theme park model, in some cases using immersive theming in place of a large collection of mechanical rides. In some cases, the mechanical rides are not merely de-emphasized, but actively hidden away and blended into the park themes. Other parks shifted in the other direction, applying light themes to what are otherwise traditional amusement park attractions and designs (Althoff, 2015).

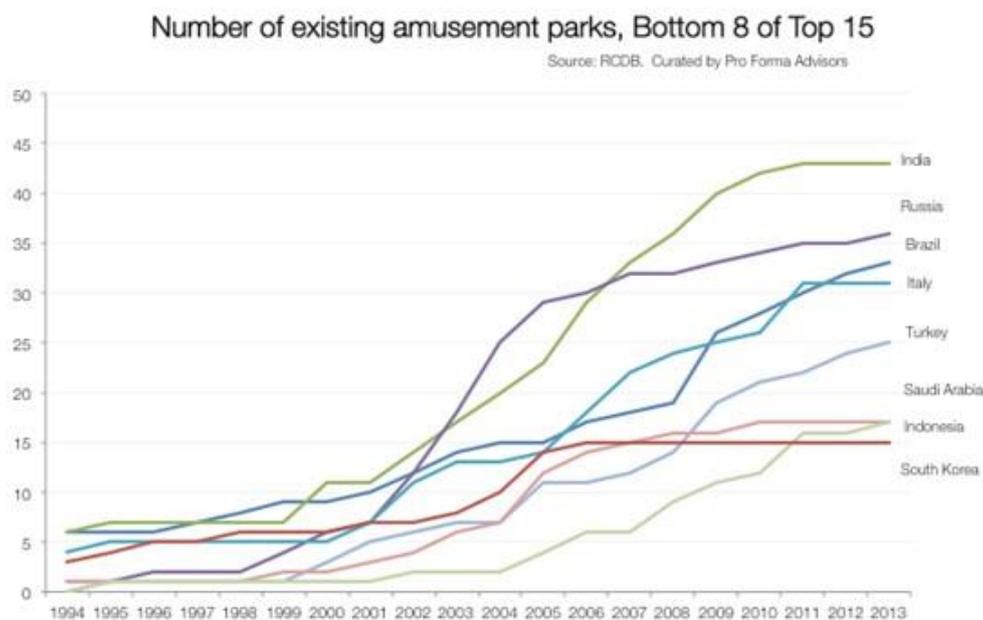


Figure 1.1: Countries with high growth in number of amusement parks

Source: www.bloolooop.com (retrieved on September 7, 2013)

The title of the chart above says that Indonesia is among the top 15 countries that have the most drastic development of amusement parks from the last 1994 to 2013. Based on the graph above it can be seen that in Indonesia there is a significant growth in the number of amusement parks. Executive Secretary of the Indonesian Recreation Park Business Association, Gunawan Wibisono, said the level of visits last year had exceeded 10%. "The target of the visit is only 10%, but the results are more than that. Therefore, we are optimistic that this year can reach at least 10% to 15%," he told Business on Tuesday (02/21/2017). He noted that a number of recreational 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, Gunawan assessed that this had a positive impact on the amusement park industry in Indonesia (Kusumawardhani, 2017).



Figure 1.2: Jawa Timur Park Group

Source: www.jtp.id (retrieved on April 9, 2019)

One of them is the Batu city, the potential of Batu city as an object of tourism has indeed been seen since the city is still part of the administrative region of Malang. In fact, more than half of Malang's local revenue (PAD) originating from the tourism sector, at that time came from vacation spots in Batu. As if to be proof, when the Batu region has been divided into a separate Regency city, the stretch of tourism in this city is increasingly unstoppable. In addition to developing existing tourism locations, the construction of new tourist sites continues. As a result, Batu city is now rich in recreational areas that have a direct impact on increasing regional income and increasing living standards. (Asliindonesia.com, 2015)

Since its founding in 2001, Jawa Timur Park Group has collaborated with the Education and Culture Office of Batu City so that every educational collection shown is guaranteed of quality. In addition, Jawa Timur Park Group is also working with the Ministry of Environment and Forestry in developing the content of Jawa Timur Park 3. The park also has the widest area, which is 22 hectares, which is located in the Batu City area. The East Java Park Group's commitment to creating a learning and recreation park is also evident in other theme parks, such as East Java Park 1 and Eco Green Park. This is the main characteristic of the theme park of the company founded by Paul Sastro Sendjojo. In April 2017, Jawa Timur Park Group also officially collaborated with LIPI to adjust the data collection system and management of flora and fauna in each of the agreed vehicles. "I emphasize edutainment, namely education and entertainment," said Rio Imam Sendjojo, son of Paul Sendjojo who became the drafter behind the theme park in Jawa Timur Park Group.

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 (Ali et al., 2015; Bigné, Andreu, & Gnoth, 2005). Customers' emotions, such as delight, are natural constituents of their experience. Indeed, 'Perhaps more than any other service industry, tourism holds the potential to elicit strong emotional and experiential reactions by consumer' (Loureiro et al., 2014, p. 168). Delightful experiences can be considered to be a vital determinant of customer loyalty. Customer delight is defined as a customer's reaction to experiencing a product or service that provides an unanticipated level of value or satisfaction (Chandler, 1989). Based on this conceptualization, customer delight is related to, but distinct from, customer satisfaction, particularly in respect of its effect on customer loyalty (Hicks, Page, Behe, Dennis, & Fernandez, 2005; Kim & Mattila, 2013; Kim, Vogt, & Knutson, 2013; Loureiro, 2010; Oliver, 1997). A recent study by Kim et al. (2013) also called for more research on satisfaction and delight as predictors of customer loyalty in the tourism context. As the theme park industry becomes more service-oriented,

offering more interactive experiences (Milman et al., 2012), understanding the concept of the customer's experience becomes more important (Dong & Siu, 2012). Walls, Okumus, Wang, and Kwun (2011) consider customer experience as a multi-dimensional and diverse construct, developed by various elements including: (i) the physical environment, (ii) interactions with staff, and (iii) interactions with other customers within the theme park.

Within the hospitality context, Ryu, Lee, and Kim (2012) emphasized the importance of the physical environment and stated that due to the distinct characteristics of services, tangible cues serve in giving customers an idea of the quality of the service delivered as part of the service experience. Physical Environment appeared to be more relevant in the hospitality context (Jani & Han, 2013) in evoking emotions, shaping customer satisfaction and possibly delighting the customers.

Jawa Timur Park 3
 Jl. Ir. Soekarno No.144, Beji, Kota Batu, Jawa Timur

[Tulis ulasan](#)

4,4 ★★★★★ 18.127 ulasan

Urutkan menurut: Paling relevan

Devvy Apriani
 Local Guide · 53 ulasan · 53 foto
 ★★★★★ · 19 jam yang lalu

Tempat yang sangat menarik. Tersedia berbagai pilihan destinasi (Untuk detailnya silahkan di cek di website nya).

Yang menarik adalah di The legenda star, di sini terdapat beberapa negara dengan keunikan masing-masing. Ada Indonesia yang di dalamnya terdapat patung lilin presiden dan mantan presiden. Serta negara lainnya. Di sana kita juga bisa menyewa kostum dengan harga yang terjangkau yaitu 50000 rupiah untuk kostum hanbook korea yang bisa digunakan selama 20 menit. Jika melebihi waktu yg ditentukan maka akan dikenakan denda seharga sewa 1 kali.

Baik untuk orang dewasa atau pun anak2, jatim park 3 menawarkan keanekaragaman destinasi yg bisa kita pilih. Ada spot foto menarik yang terpisah dari paket yg ada.. misalnya ice cream world, infinity world dll.. DAN tentunya menyenangkan semuanya. Siapkan tenaga sebelum ke sini ya..

Jadikan liburanmu menyenangkan..

👍 Suka

Figure 1.3: Physical Environment Review of Jawa Timur Park 3

Source: www.google.com (retrieved on April 6, 2019)

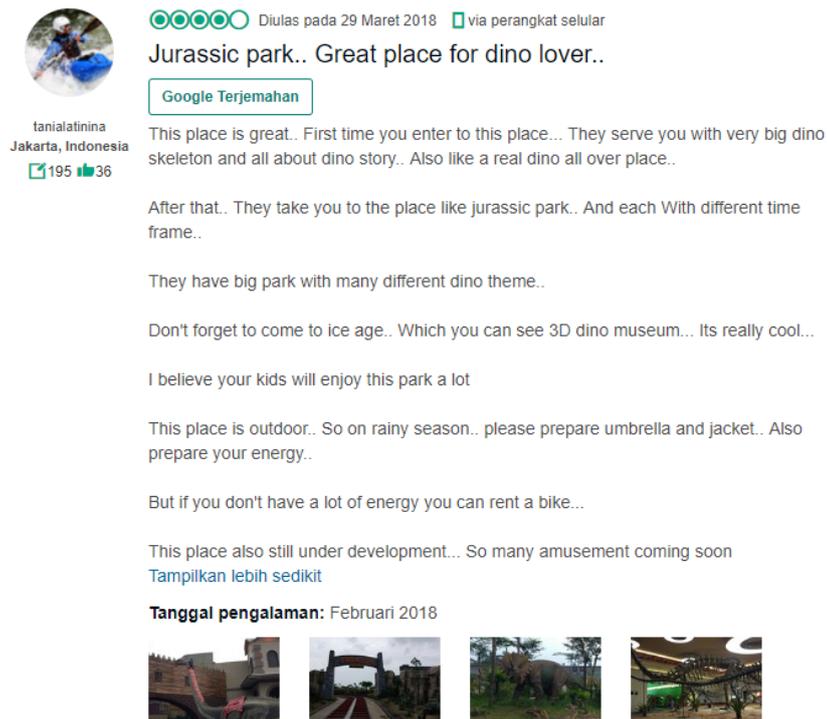


Figure 1.4: Physical Environment Review of Jawa Timur Park 3

Source: www.tripadvisor.co.id (retrieved on April 6, 2019)

Hospitality services are usually consumed when both the customer and service provider are present in the service environment, making their interaction a possible candidate in influencing a customer's service experience. Emotional outcomes that are associated with extraordinary experiences embedded in relationships between consumer and service provider. Considering the importance of interacting with staff, Walls et al. (2011) postulated that service providers in the hospitality industry should focus on their human interaction dimensions, in addition to physical environment dimensions, to develop the entire consumer experience. Due to the integral role of employees' interaction, most scholars have observed that customers' perceptions of service performance are mostly based on employees' attitude, behaviour, friendliness and promptness (Homburg, Koschate, & Hoyer, 2006; Ryu et al., 2012; Walls et al., 2011). The service presented in Jatim Park 3 is very satisfying for many customers. Besides they are friendly, they also provide convenience and clear information to customers. This can be proven through several reviews from several customers who have visited the theme park. The services and facilities provided by Jawa Timur Park 3 are friendly information

centre, e-bike rental services, wheelchair rental services, friendly ticketing, and other services such as various dance or music shows in the theme park area.

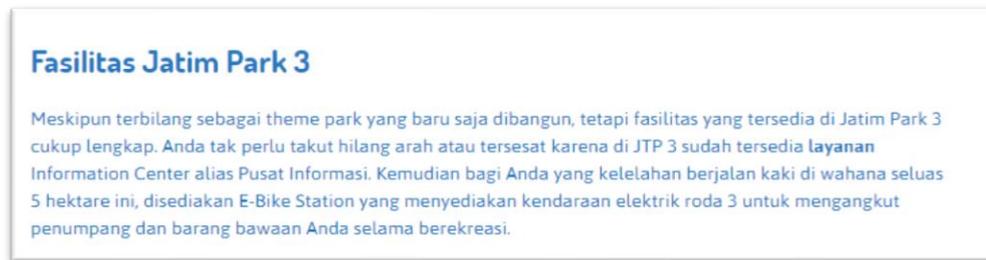


Figure 1.5: Interaction with Jawa Timur Park 3 Staff

Source: www.penginapan.net (retrieved on April 9, 2019)



Figure 1.6: Interaction with Jawa Timur Park 3 Staff

Note: www.tripadvisor.co.id (retrieved on April 9, 2019)



Figure 1.7: E-Bike Rental Service

Note: www.tripadvisor.com (retrieved on September 7, 2017)



Figure 1.8: Ticketing Service

Note. www.tripadvisor.com (retrieved on September 7, 2017)



Figure 1.9: Show from Jawa Timur Park 3 staffs to Customers

Note. www.jtp.id (retrieved on April 9, 2019)



Figure 1.10: Information Centre Jawa Timur Park 3

Note. www.nawahtravel.co.id (retrieved on April 9, 2019)

Theme parks are examples of service experiences consumed in a group setting, where the behaviour of other customers influences the consumer. This is because customers have a high level of contact with each other (Grove & Fisk, 1997; Kao et al., 2008; Mossberg, 2007; Walls et al., 2011; Zeithaml et al., 2006), which can potentially affect their satisfaction and delight. the influence of other customers in a service environment from both cognitive and affective perspectives. Under the cognitive perspective, researchers assume the customer cognitively appraises the behaviour and appearance of the other customers relative to his/her own behaviour. This idea is in line with social comparison theory (Jani & Han, 2013; Festinger, 1954). Zeithaml et al. (2006) stated that service environments can act as a ‘socializer’ and facilitate interaction between customers. Hence, customers can affect each other's emotions and behaviour indirectly by being a part of the environment or more directly through specific interpersonal encounters (Grove et al., 1998) This theme park is quite large and wide, many different rides in one place. It can even be different themes in one place like Dino Park and Legend Star. Many customers say that one day is not enough to surround this one theme park. However, when a long or weekends vacation this place will be filled by many people. Some even have to queue long enough to get into only one ride. This crowd is sometimes a positive thing for customers and companies. For customers, they can ask for help to be photographed by other customers, besides this interaction can improve socialization between customers. There are also many other rides that have to be done with other customers, such as going around the Dino park by using a train that is provided with 1x free ride.

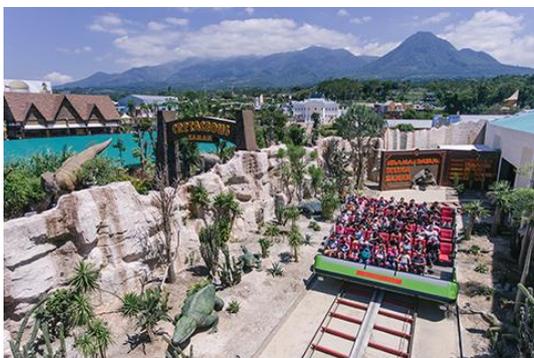


Figure 1.11: Dino Park Train (Interaction with customers)

Note. www.jtp.id (retrieved on April 9, 2019)

1.2 Research Limitation

This research was conducted with Jawa Timur Park 3 Batu as the object of research that was permitted. This study uses the physical environment, interaction with customers and interaction with staff as the independent variables, customer delight and customer satisfaction as the intervening variables, and customer loyalty as dependent variable. Researchers are limited in terms of location because research will be conducted in Surabaya, Indonesia. Respondents will be limited to people who have visited Jawa Timur Park 3.

1.3 Research Problem

Based on the background of the study, research problems consist of the following:

1. Does physical environment in Jawa Timur Park 3 has a significant impact on customer delight?
2. Does physical environment in Jawa Timur Park 3 has a significant impact on customer satisfaction?
3. Does interaction with other customers in Jawa Timur Park 3 has a significant impact on customer delight?
4. Does interaction with other customers in Jawa Timur Park 3 has a significant impact on customer satisfaction?
5. Does perceived interaction with staff in Jawa Timur Park 3 has a significant impact on customer delight?
6. Does perceived interaction with staff in Jawa Timur Park 3 has a significant impact on customer satisfaction?
7. Does customer delight have a significant impact on customer satisfaction in Jawa Timur Park 3?
8. Does customer delight have a significant impact on customer loyalty in Jawa Timur Park 3?
9. Does customer satisfaction have a significant impact on customer loyalty in Jawa Timur Park 3?

1.4 Research Objectives

The general objective of this proposed research is to identify the factors that influences the customer loyalty of Jawa Timur Park 3 customer in Surabaya. In addition, the specific objectives of the research are as follows:

1. Examine the influence of physical environment on customer delight of Jawa Timur Park 3 customers in Surabaya.
2. Examine the influence of physical environment on customer satisfaction of Jawa Timur Park 3 customers in Surabaya.
3. Examine the influence of interaction with customers on customer satisfaction of Jawa Timur Park 3 customers in Surabaya.
4. Examine the influence of interaction with customers on customer delight of Jawa Timur Park 3 customers in Surabaya.
5. Examine the influence of interaction with staffs on customer satisfaction of Jawa Timur Park 3 customers in Surabaya.
6. Examine the influence of perceived interaction with staff on customer delight of Jawa Timur Park 3 customers in Surabaya.
7. Examine the influence of customer delight on customer satisfaction of Jawa Timur Park 3 customers in Surabaya.
8. Examine the influence of customer delight on customer loyalty of Jawa Timur Park 3 customers in Surabaya.
9. Examine the influence of customer satisfaction on customer loyalty of Jawa Timur Park 3 customers in Surabaya.

1.5 Research Contribution

1.5.1 Theoretical Advantages

This study made its contribution as a reference in Customer delight, Customer Satisfaction and Customer Loyalty, by identifying the significance of factors that affect customer loyalty in revisiting the theme park. This study also a reference for further studies related to similar to the field of study.

1.5.2 Empirical Advantages

1.5.2.1 For Jawa Timur Park 3

The result of this study can be used for evaluation purposes by Jawa Timur Park 3 regarding their consumer behaviour and how they can improve their strategies in marketing by learning about their consumers and how to create effective marketing through the variables such as physical environment, interaction with customers, interaction with staff, customer delight and customer satisfaction.

1.5.2.2 For the researcher

This study depends the researcher's knowledge about Marketing Strategy particularly in the sub-field of marketing strategy. It gives the researcher a much broader awareness of the intricacy of marketing and its elements to its marketing strategy.

1.6 Research Outlines

Research outline explains the systematic writing of this study. The outline is divided into five chapters as follows:

Chapter I

This chapter sets up the research problem for the reader. It also provides the background information defining the issue and important terms. It specifies the research objectives explored in greater detail to contribute to understanding the research problem.

Chapter II

This chapter summarizes the major studies and findings that have been published on the research topic and how this study contributes or adds to what has already been studied. This chapter also states a clear description of theories that apply to the research problem, an explanation of why it is relevant, and how the modelling efforts address the hypothesis to be tested.

Chapter III

This chapter explains the detailed technical and scientific activities which include the research design, sampling plan, instrumentation, statistical tools, and treatment of data.

Chapter IV

This chapter organizes the logical presentation of all findings in the research questions, and focus on how these key findings relate back to the theory and prior research presented in the beginning of the study.

Chapter V

This chapter outlines the implications, conclusions, and recommendation supposed to advance the study of the research topics by its theoretical, methodological, or substantive contributions that may be necessary to overcome the limitations of existing empirical facts.