

ABSTRACT

Indonesia has many tourism destinations. Among them, Bali island is the one of the most popular tourism destination. People come to Bali for many reasons; there are many beautiful beaches, nature, various kinds of foods from all around the world including Balinese traditional foods, and also to be exposed with the Balinese culture. Over the years, Balinese have displayed their artistic accomplishments – particularly music, dance and drama, often in short and simple forms for the delight of tourists. While many performances are a part of their everyday life such as in religious ceremonies, others are performed and designed for the tourists for their entertainment. There are several places that provide Balinese dance and music performance for business. Among the cities in Bali, the city that has most art performance is Ubud city. In order to be able to maintain the business to the next generation and to be better than the competitors, it needs loyal customers who are willing to come and watch the performance. In order to get the customers to be loyal, it needs good quality of performance as well as the facilities for the customers.

The purpose of this research is to reveal which factors between Operant Service Quality and Operand Service Quality has the biggest effect on Customer Loyalty through Customer Engagement and Customer Satisfaction on customers of Tirta Sari dance and music performance at Balerung stage in Bali, which is aimed to use 4 variables to identify the Customer Loyalty of customers.

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 152 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 watched the performance of Tirta Sari at Balerung stage at least twice in 2 years. The sampling method used in this research that is non - probability sampling.

The results showed that Operant Service Quality variable has significant positive effect on the Customer Engagement with regression coefficient value of 0.399; Customer Engagement variable has significant positive effect on the Customer Satisfaction with regression coefficient value of 0.442; Operand Service Quality variable has significant positive effect on the Customer Satisfaction with regression coefficient value of 0.400; Operant Service Quality variable has significant positive effect on the Customer Satisfaction with regression coefficient value of 0.308; Customer Satisfaction variable has significant positive effect on the Customer Loyalty with regression coefficient of 0.329; Operand Service Quality variable has significant positive effect on the Customer Loyalty with regression coefficient value of 0.375; Customer Engagement variable has significant positive effect on the Customer Loyalty with regression coefficient value of 0.267; and Operant Service Quality variable has insignificant positive effect on Customer Loyalty with regression coefficient value of 0.069.

Keywords: Operant Service Quality, Operand Service Quality, Customer Engagement, Customer Satisfaction, Customer Loyalty, Tirta Sari, Balerung stage.