ABSTRACT

The purpose of this research is to reveal whether Festival Authenticity has the effect on Loyalty to Festival through Festival Quality, Festival Value and Satisfaction with Festival on Market World 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 130 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 Market World 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; Expertise variable that has significant effect on Festival Brand Image with the regression coefficient value of 0.986 and C.R. value of 2.651; Expertise variable that has significant effect on Festival Brand Awareness with the regression coefficient value of 0.788 and C.R. value 2.409; Familiarity variable that has significant effect on Perceived Quality with the regression coefficient value of 0.626 and C.R. value of 1.966Trustworthiness has insignificant effect on Festival Brand Awareness variable with regression coefficient value of -0.204 and C.R. value of 0.685; Trustworthiness has insignificant effect on Perceived Quality variable with regression coefficient value of 0.026 and C.R. value of 0.111; Trustworthiness has insignificant effect on Festival Brand Image variable with regression coefficient value of 0.277 and C.R. value of 0.886; Familiarity has insignificant effect on Festival Brand Awareness variable with regression coefficient value of 0.358 and C.R. value of 1.007; Familiarity has insignificant effect on Festival Brand Image variable with regression coefficient value 0.216 and C.R. value of 0.574; Expertise has insignificant effect on Perceived Quality variable with regression coefficient value of 0.386 and C.R. value of 1.49; Festival Brand Awareness has insignificant effect on Festival Brand Loyalty variable with regression coefficient value of 0.437 and C.R. value of 1.25; Perceived Quality has insignificant effect on Festival Brand Loyalty variable with regression coefficient value of 0.51 and C.R. value of 1.471; Festival Brand Image has insignificant effect on Festival Brand Loyalty variable with regression coefficient value of -0.004 and C.R. value of -0.015. Based on the result of coefficient path, it proves that Expertise has the most significant effect on Festival Brand Image with the highest regression value of 0.986 Then the second biggest effect is Expertise to Festival Brand Awareness with the value 0.788. The third biggest effect is Familiarity to Perceived Quality with the value of 0.626.

Keywords: Trustworthiness, Familiarity, Expertise, Festival Brand Awareness, Perceived Quality, Festival Brand Image and Festival Brand Loyalty