

FACTORS AFFECTING REVISIT INTENTION THROUGH CUSTOMER SATISFACTION IN THEME PARK

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Abstract: Amusement parks are also considered to be a promising industry in Indonesia due to the growing economy and middle class population that has grown in recent years. Competition in the rides industry is increasing in line with the popularity of this destination. Industry players are competing to create value or privilege among the many rides to play in Indonesia. One of the things that is important to note is how players in the playground industry can focus on consumers so that the playground business can be sustainable. This study aims to determine physical attributes, interactions with customers, interactions with employees, customer satisfaction and interest in returning to visit. The data source used in this research is primary data, The technique chosen to support research activities related to sampling in this research is the Nonprobability Sampling technique with accidental sampling. This research make use of Structural Equation Modeling (SEM) as a statistical instrument in an effort to test various hypotheses that have been determined with the help of SEM. The results showed that Physical attributes have a positive effect on customer satisfaction; Physical attributes have a positive effect on interest in returning to visit; Interaction with customers has a positive effect on customer satisfaction; Interaction with customers has a positive effect on interest in returning to visit; Interaction with employees has a positive effect on customer satisfaction; Interaction with customers has a positive effect on interest in returning to visit; customer satisfaction has a positive effect on interest in returning to visit

Keywords: *Physical Attributes; Interaction with Customers; Interaction with Employees; Customer satisfaction; Returning Interest; Playground; SEM*

Introduction

The global market for theme parks is estimated to be in the tens of billions of US Dollars and will continue to increase to US \$ 67.7 billion by 2027. This estimate is analyzed amidst the pandemic and the ongoing economic crisis. This is driven by an increase in international

tourism, and a growing middle class population in developing countries. Asia Pacific ranks highest as an important market for the playground industry (Global Industry Analysts Inc, 2020). In the last ten years park tourism has increased in a sustainable business. Playground is a tourist destination that has become the choice of various groups to create feelings of joy, release fatigue, or relive childhood memories (Milman and Tasci, 2018). As rides have developed, many studies have concluded that playgrounds are able to offer a more interactive experience with facilities that attract visitors. According to Wu, Li and Li (2018), wahana play has become one of the main concerns in many countries because it is a profitable tourist destination. Seeing some of the most popular international play rides in the world that have managed to attract the attention of visitors so they are willing to come from various countries. Disneyland, Universal Studios, Universal's Island of Adventure Orlando, and so on are the best playgrounds that have many visitors.

Amusement parks are also considered to be a promising industry in Indonesia due to the growing economy and middle class population that has grown in recent years. Competition in the rides industry is increasing in line with the popularity of this destination. Industry players are competing to create value or privilege among the many rides to play in Indonesia. One of the things that is important to note is how players in the playground industry can focus on consumers so that the playground business can be sustainable. The good or bad experiences that visitors feel will have a very big effect on a tour. According to Baloglu, Busser, and Cain (2019), experience and pleasure will provide consumers with views in making decisions. A memorable experience will lead to consumer loyalty.

In Semarang Regency, playing rides are included in artificial tourism which was created to increase the variety of existing destinations besides natural tourism and cultural tourism. Artificial tourism is everything that comes from human work where it is influenced by human activity and creativity and can be used as a tourist attraction (Central Bureau of Statistics, Semarang Regency, 2018). Artificial tourism in Semarang Regency itself has increased the number of domestic and foreign visitors from year to year. The Saloka Theme Park, which is located in Lopait Village, Tuntang District, Central Java Regency, is the first and largest family-made recreational park in Central Java to be included in the list of Pesona Indonesia tourist destinations. Not only a vehicle for games, it also includes entertainment for the first and only animated laser show in Indonesia. The admission price set by the manager ranges from Rp. 120,000 to Rp. 150,000. The playground has several areas with different themes. Saloka Theme Park creates a more immersive experience for visitors by using advances in technology and good services, thus enabling them to have a more interactive and immersive experience.

From the satisfaction felt by visitors, they will leave pleasant experiences in their minds so that in the future there will be behavioral intentions, namely an interest in visiting again. And this behavioral intention is very beneficial for a tourist destination. So that the problem in this study is what are the factors that influence the interest in revisiting the Saloka Semarang playground based on these problems and associated with previous research references, then it can be formulated in the following research questions:

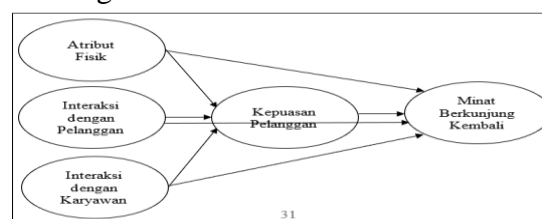
1. Do physical attributes affect customer satisfaction?
2. Do physical attributes affect interest in returning?
3. Does interaction with customers affect customer satisfaction?
4. Does interaction with customers affect interest in returning?
5. Does interaction with employees affect customer satisfaction?

6. Does the interaction with employees affect the interest in returning to visit
7. Does customer satisfaction affect interest in returning?

Research Methods

The data used in this study are primary data. In this research, primary data were collected through questionnaires. The population in this study were visitors to the Saloka Theme Park, Semarang and the sample in this study were 100 visitors. The sampling technique of this research was carried out using Nonprobability Sampling technique with accidental sampling method.

Figure 1. Theoretical Framework



- H1: Physical attributes have a positive effect on customer satisfaction
 H2: Physical attributes have a positive effect on interest in returning to visit
 H3: Interaction with customers has a positive effect on customer satisfaction
 H4: Interaction with customers has a positive effect on interest in returning to visit
 H5: Interaction with employees has a positive effect on customer satisfaction
 H6: Interaction with employees has a positive effect on interest in returning to visit
 H7: Customer satisfaction has a positive effect on interest in returning to visit

Results And Discussion

It is known that the Chi-Square value is 140.252, this value is in accordance with the recommended value. Probability value is 0.060 where this value is also in accordance with the recommended value. The CMIN / DF value is 2.113, which if you see the cut off value ≤ 2.00 , it can be said to be marginal. For the RMSEA value is 0.094 which can be said to be marginal because it is close to the recommended value. The results of the GFI value of 0.965 and the AGFI value of 0.993 are in accordance with the recommended values. The NFI value of 0.856 can be said to be marginal because it is close to the recommended value. Finally, the TLI value is 0.903 which is in accordance with the recommended value. So that the Goodness of Fit Index for the Full Model of this study can be concluded to have a good model.

H1: Physical attributes have a positive effect on customer satisfaction

In the first hypothesis, the researcher wants to prove whether good physical attributes will have a positive effect on the level of customer satisfaction. The results are better or higher physical attributes, the higher customer satisfaction. Thus, physical attributes have a positive effect on customer satisfaction, so that hypothesis 1 is accepted.

H2: Physical attributes have a positive effect on interest in returning to visit

In the second hypothesis, the researcher wants to prove whether good physical attributes will have a positive effect on the interest in returning to visit. The better the results or the higher the physical attributes, the higher the interest in returning to visit. Thus physical attributes have a positive effect on interest in returning to visit, so that hypothesis 2 is accepted.

H3: Interaction with customers has a positive effect on customer satisfaction

In the third hypothesis, the researcher wants to prove whether interaction with good customers will have a positive effect on customer satisfaction. The result is that the better the interaction between visitors and other visitors, the higher customer satisfaction. Thus, interaction with customers has a positive effect on customer satisfaction, so that hypothesis 3 is accepted.

H4: Interaction with customers has a positive effect on interest in returning to visit

In the fourth hypothesis, the researcher wants to prove whether interaction with good customers will have a positive effect on interest in returning to visit. The result is that the better the visitor's interaction with other visitors, the higher the interest in visiting again. Thus, interaction with customers has a positive effect on interest in returning so that hypothesis 4 is accepted.

H5: Interaction with employees has a positive effect on customer satisfaction

In the fifth hypothesis, the researcher wants to prove whether interaction with good employees will have a positive effect on customer satisfaction. The result is that the better the interaction between employees and visitors, the higher customer satisfaction. Thus the interaction with employees has a positive effect on customer satisfaction, so that hypothesis 5 is accepted.

H6: Interaction with customers has a positive effect on interest in returning to visit

In the sixth hypothesis, the researcher wants to prove whether interaction with good employees will have a positive effect on interest in returning to visit. The better the interaction between employees and visitors, the higher the interest in visiting again. Thus the interaction with employees has a positive effect on the interest in returning to visit, so that hypothesis 6 is accepted.

H7: Customer satisfaction has a positive effect on interest in returning to visit

In the seventh hypothesis the researcher wants to prove whether customer satisfaction will have a positive effect on the interest in returning to visit. The higher the customer satisfaction, the higher the interest in visiting again. Thus customer satisfaction has a positive effect on interest in returning to visit, so that hypothesis 7 is accepted.

Conclusions And Suggestions

The purpose of this study is to analyze the factors that influence the interest in returning to visit through customer satisfaction at the Saloka Semarang playground. Among other things, related to the physical attributes of playgrounds and social interactions, which include visitor interaction with employees and visitor interactions with one another. Customer satisfaction is what service providers expect which greatly influences customer loyalty attitudes. Many previous studies have stated that satisfaction is the key or strongest factor in purchasing or repeat visits. Indicators of customer satisfaction in this study include a vehicle to play beyond customer expectations, provide a pleasant experience, customers are satisfied with the decision to visit, and visits provide benefits to customers. This study shows the results that customer satisfaction is proven to affect the interest in returning to visit. The more visitors respond positively or are satisfied with their visit, the more it will affect the interest of visitors to visit again.

Research Limitations

This study has several limitations that can be developed for future research to be better. The limitations of this study include:

1. This research is only limited to visitors to the Saloka Theme Park Semarang, so the results cannot be generalized to other playgrounds.
2. The variables measured are limited, there are still other variables outside of this study that can be used to test the factors that affect the interest in returning to the object of playing rides.

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