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## **Вплив якості обслуговування, інновацій, цін, промо-компаній на задоволеність та лояльність клієнтів**

**Анотація.** *Втомившись від пандемії Covid-19, багато людей опинилися в розгубленості щодо того, де провести свою відпустку; крім того, більшість людей все ще розглядає можливість здійснити туристичну подорож. В таких умовах зростає суспільний інтерес до парків розваг. Мета цього дослідження – визначити вплив якості обслуговування, інновацій, ціни, промо-компаній на задоволеність клієнтів. У цьому дослідженні задоволеність клієнтів розглядається як проміжна змінна, яка впливає на лояльність клієнтів. Об'єктом дослідження є парк розваг Ancol Dreamland Park – найкращий тематичний парк для подорожей у Джакарті (Індонезія). Учасниками цього дослідження були відвідувачі, які неодноразово приїжджали до парку Ancol Dreamland Park під час пандемії Covid-19, їм було 17 років і більше, і вони проживали у Джакарті. Вибірку склали 200 респондентів: 101 жінка (50,5%) та 99 чоловіків (49,5%). Методологія дослідження базується на використанні кількісного методу та аналізу причинно-наслідкових зв'язків. Для аналізу даних автори використовують програмне забезпечення SEM (модель структурних рівнянь), SPSS (статистична програма для соціальних наук) та програмне забезпечення Amos 26. Результати цього дослідження свідчать, що якість обслуговування, інновації, сприйняття цін та промо-компанії мають значний позитивний вплив на задоволеність клієнтів. Поряд з цим, задоволеність клієнтів має значний позитивний вплив на лояльність клієнтів. Отже, збільшення задоволеності клієнтів призводить до зростання лояльності клієнтів, хоча це зростання може бути відчутним не одразу. Однак задоволеність клієнтів – це хороша стратегія на майбутнє, адже клієнти захочуть знову відвідати цей парк розваг і поділяться своїми позитивними відгуками з іншими людьми. Ці висновки мають спрямовувати керівництво парків розваг на покращення якості послуг. Зокрема, якість послуг можна покращити, приділивши більше уваги чистоті (гігієні), здоров'ю та безпеці відвідувачів, які дуже потрібні під час пандемії COVID-19.*

**Ключові слова:** *якість обслуговування, інновації, ціна, промо-компанія, задоволеність клієнтів, лояльність клієнтів, парк розваг.*

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## **Influence of Service Quality, Innovation, Price, Promotion on Customer Satisfaction and Customer Loyalty**

**Abstract.** *Tired of the Covid-19 pandemic, many people are in a dilemma and confused about where to go on vacation; besides, people are still considering going to the desired tourist attractions. In such conditions, public interest in theme parks is growing. The purpose of this study is to determine the effect of service quality, innovation, price,*

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*promotion on customer satisfaction. In this study, customer satisfaction is considered as the intervening variable that has an impact on customer loyalty. The object of study is Ancol Dreamland Park – a top-rated theme park for traveling in Jakarta (Indonesia). Participants in this study were visitors who had come to the Ancol Dreamland Park during the Covid-19 pandemic more than once, were 17 years old and over, and were domiciled in Greater Jakarta. The sample consisted of 200 respondents: 101 females (50.5%) and 99 males (49.5%). The research methodology is based on the use of the quantitative method and causal research. For data analysis, the authors use the SEM (Structural Equation Model), SPSS (Statistical Program for Social Science), and Amos 26 software. The results of this study show that service quality, innovation, price perception, promotion have a significant positive effect on customer satisfaction. Along with this, customer satisfaction has a significant positive effect on customer loyalty. So, the increase in customer satisfaction leads to an increase in customer loyalty, although this increase may not be felt immediately. However, customer satisfaction is a good strategy for the future, because customers will want to visit this theme park again and share their positive feedback with other people. These findings should guide the management of such amusement parks to improve the quality of services. In particular, the quality of service can be improved by paying attention to cleanliness, health, and visitor safety, which are very much needed during this COVID-19 pandemic.*

**Keywords:** service quality, innovation, price, promotion, customer satisfaction, customer loyalty, theme park.

## 1. Introduction

The Covid-19 pandemic has lasted more than a year. Many people are in a dilemma and confused about where to go on vacation; besides that, people are still considering going to the desired tourist attractions. In such conditions, public interest in theme parks is growing.

Theme Park is an amusement park that offers attractions that raise a theme, such as fantasy and imagination. The theme park concept is not only made for amusement parks but is used for the development of the surrounding city. All these amusement parks are also vying to bring in thirsty tourists for a vacation (Elmia and Pratiwi, 2019).

Ancol Dreamland is a top-rated theme park for traveling in Jakarta. As one of Indonesia's most complete and largest thematic recreation parks, Ancol has 552 hectares located on Jalan Lodan Timur No. 7, Pademangan District, North Jakarta. Ancol Dreamland presents many varied tourist objects with complete facilities such as high-tech rides, marine animal tourism, zoos, beaches, concert venues, aquatic animals (Shessy and Baiquni, 2019).

These tourist destinations are very famous and rarely deserted from tourist visits. Still, the pandemic has harmed the country's tourism business, including Ancol tourism which experienced a decrease in visitors of around 68.68% in 2020. From the data recorded in 2019, Ancol had an income of Rp. 975.75 billion when compared to the data in 2020, which had an income of Rp. 305.57 billion (Tari, 2020).

In 2021 the government has implemented a vaccination program. Despite the decline in foreign tourists, it is hoped that travel flexibility can attract domestic tourists to stimulate national tourism (Rokom, 2021). Strategy is needed to know the company profile. One way to analyze company strategy is to use the SWOT analysis method. Companies require SWOT analysis to achieve business targets that are being managed or are still planning for the future (Kotler, 2009).

According to Oroh et al. (2015) the quality of tourism services directly depends on hospitality, location attractiveness, local products, and others. Other factors that can be used as a strategy are an innovation of tourist attractions, ticket prices, and ongoing promotions.

The focus of the research problem is to create a plan to maintain and pay attention to customer satisfaction in the tourism service industry so that that customer loyalty will impact increasing profits for the company.

## 2. Literature Review & Research Hypothesis

### Service quality

Service quality is the level of service related to customer expectations and needs. Quality service if the company can provide products and services according to customer expectations. According to Goetsch and Davis (1994), cited by Tjiptono (2012:152), quality can be defined as “dynamic conditions associated with products, services, human resources, processes, and the environment that meet or exceed expectations”. While (Wyckoff, 2002) defines the notion of service quality, is the level of excellence expected. Service quality is seen not only from the point of view of producers but also from consumers who use these services.

Customer satisfaction is also the primary goal of a good business marketing strategy. In meeting customer satisfaction, the company does not only sell quality products or services but also supports a good, adequate, and innovative service system so that visitors will be loyal to the company because visitors like the service and convenience provided by service providers (Mohamad, 2008).

Previous studies have proven that service quality is an essential factor in influencing customer satisfaction in the hospitality industry of Ghana (Ofosu et al., 2020). Gong & Yi (2018) also investigated and validated the service quality model in five Asian countries. The results of his study that customer happiness is driven by service quality and customer loyalty are driven by service quality in five Asian countries.

The quality of service implemented by the Ministry of Tourism is based on CHSE certification during the Covid-19 pandemic. Cleanliness, Health, Safety, and Environment guarantee tourists to implement health protocols (Fitriana et al., 2020), and service quality also has dimensions to measure service quality. According to Parasuraman et al. (1985), there are five dimensions of service quality: TERRA (Tangibles, Empathy, Reliability, Responsiveness, Assurance). Who can interpret that customer satisfaction will be fulfilled if the quality of service desired by the customer matches or

exceeds the expectations of the customer? Therefore, the first hypothesis within the current study is:

H<sub>1</sub> – There is a significant effect of service quality on customer satisfaction.

### **Innovation**

Innovation is a new idea or idea that has never existed before; usually, this innovation is in new things. Innovation is also a development, research, or engineering activity carried out to renew the context of science or new ways to be applied to products or production processes using new technology or science (Widianti, 2016).

Meanwhile, according to Ellitan (2009), the development of new processes from within and outside the company creates new ideas, services, products that include creativity and other ideas. Innovation can be defined as a new concept or product driver of a new idea or scientific research, or innovation can be called the commercialization of an invention.

An idea must have the quality that satisfies any particular need and implementation at an economical cost to become an innovation (Nemati et al., 2010). Elsewhere Ayuningrum & Pangestuti (2018) prove that the innovation variable has a significant effect on visitor satisfaction in the tourism industry of the city of Bojonegoro. In another study exploring service innovation on customer satisfaction, it is known that service innovation has a positive effect on customer satisfaction (Yeh et al., 2019).

Therefore, the second hypothesis within the current study is:

H<sub>2</sub> – There is a significant effect of innovation on customer satisfaction.

### **Price**

Price is the amount of money demanded or charged for a product or service from the total value exchanged by consumers because of the benefits possessed by using the product or service (Kotler & Armstrong, 2010). According to Martín et al. (2007), price results from an assessment and process that can be accepted by customers, from previous research showing that price fairness affects customer satisfaction and loyalty.

Price level reference compares service prices where customers feel it is reasonable if a service offered by the company is different from the services of other companies (Laurentia, 2015). Testing the price relationship from which proves that price perception has a positive and significant effect on satisfaction (Juniantara & Sukawati, 2018).

The contribution between price and customer satisfaction on tour and travel services can show a significant effect of price-quality variables on customer satisfaction (Rumapea & Satriawan, 2017). Therefore, the third hypothesis within the current study is:

H<sub>3</sub> – There is a significant effect of price on customer satisfaction.

### **Promotion**

Promotion is a marketing mix used to make communication between products or services to consumers. The notion of promotion is a form of marketing communication to disseminate information, persuade or increase the target market for the company and its products so that they are willing to accept, buy and be loyal to the products or services offered by Tjiptono (2014).

Meanwhile, in the opinion of Kotler & Keller (2007), the meaning of promotion is the process of marketing strategy to communicate using the composition of the promotion mix with the market. The study on promotions with customer satisfaction tested by Susanto and Rahayu (2017) on visitors to the water Owabong tourist attraction, Puralingga Regency, proved that promotion significantly affected customer satisfaction. Promotion moreover has a significant effect on customer satisfaction and customer loyalty in financial services companies.

From this research, it is hoped that promotion will be a way that what can do to increase the visibility of a product, service, brand, and company. Therefore, the fourth hypothesis within the current study is:

H<sub>4</sub> – There is a significant effect of promotion on customer satisfaction.

### **Customer satisfaction**

Customer satisfaction is consumer feelings after comparing what is received and expected (Umar, 2005). Philip Kotler and Kevin Lane Keller, quoted from the book *Marketing Management*, said that customer satisfaction is a person's feeling of pleasure or disappointment after comparing a product or service's performance (results) to the expected performance (Kotler and Lane, 2007;177).

Asadpoor (2017) examines the relationship between customer satisfaction and customer loyalty at Saderat banks in Urmia and finds that customer satisfaction directly affects customer loyalty. Additionally, service quality, trust, satisfaction together influence customer loyalty at PT, Padang Tour Wisata (Dharma, 2017).

Customer loyalty is defined as loyalty from consumers who are taken without coercion; this loyalty is the fruit of efforts from customer satisfaction that can influence customer behavior (Kotler and Armstrong, 2010). Gremler and Brown in Hasan (2008), customer loyalty is a commitment owned by customers who repurchase goods and services but have a positive attitude towards the company. The conclusion about customer satisfaction is the response obtained after comparing the perceived performance with expectations. If the results obtained are below customer expectations, the customer will feel dissatisfied. If the results obtained follow customer expectations, the customer would feel satisfied and loyal to the services offered. Therefore, the fifth hypothesis within the current study is:

H<sub>5</sub> – There is a significant effect of customer satisfaction on customer loyalty.

## Theoretical framework

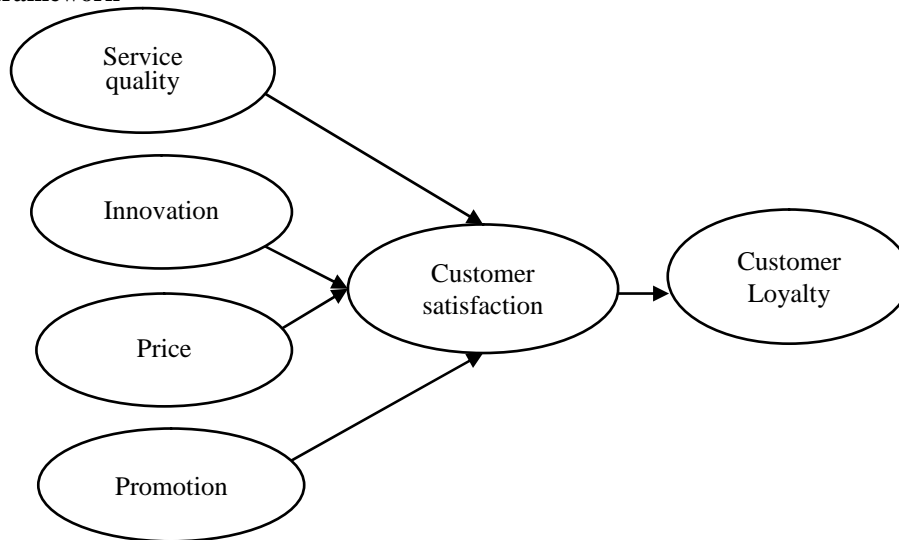


Figure 1. The Theoretical Framework

From the research model image about service quality, innovation, and price (fig. 1), it is suspected to have a strong causal influence on customer satisfaction and loyalty at the Ancol Dreamland theme park.

Service quality, innovation, price, and promotion are related to customer satisfaction (Ofosu et al., 2020; Hapsari et al., 2017; Juniantara & Sukawati, 2018; Anugrah, 2020; Amin et al., 2013). Customer satisfaction as the intervening variable influences customer loyalty (Asadpoor, 2017; Kasiri et al., 2017; Mazuri et al., 2017; Gopi & Samat, 2020).

### 3. Research Methodology

#### Participants

Participants in this study were visitors who had come to the Ancol Dreamland Park during the Covid-19 pandemic more than once, were 17 years old and over, and were domiciled in Greater Jakarta. The research methodology is based on the use of the *quantitative* method and *causal* research. *Causal* research can be defined as a research method used to determine the cause-and-effect relationship between two variables. In total, 200 participants completed the survey as suggested by Crocker & Algina (1986) state that for stability, a minimum of 200 respondents is required.

The sample consisted of 101 females (50.5%) and 99 males (49.5%), most respondents are workers who have 154 people (77%), for those who have not / do not work as many as 29 respondents (14.5%), 15 respondents who have a business (7.5%) and retirees only have 200 respondents. Regarding their marital status, 111 participants were married. Characteristics of respondents by age were 17-20 years (13.3%), 21-30 years (54.5%), 31-40 years (24.6%), 40-50 years (6.6%) and > 50 years (0.9%). From the data shown, respondents are dominated by 21-30 years with a percentage (54.5%) of 115 respondents.

#### Instrument development

Operationalization of variables to develop research instruments, the authors deliberately apply indicators

used by previous studies because they have been tested and validated. Indicator of Fitriana et al. (2020); Yanti et al. (2020:5); Olorunniwo et al. (2006:62) used scale to measure service quality, indicators from Dziallas & Blind (2019:12); Risnawati et al. (2019:40); Damak (2017:5); Han et al. (2016:460) were adopted and adapted to measure innovation, price, and promotion. Further, indicators from Hyun & Han (2012:223); Amin et al. (2013:5) were adapted and used to measure customer satisfaction and loyalty.

#### Data Analysis

For data analysis, the authors use the *SEM (Structural Equation Model)*, *SPSS (Statistical Program for Social Science)*, and Amos 26 software. The validity test applied in this study is *EFA (Exploratory Factor Analysis)* to determine the validity and see the results of the indicators used to survive or fail (Malhotra, 2009).

The guideline for factor loading values in EFA can be taken based on the number of samples in this study, which is 200 samples, meaning the factor loading value must be greater than 0.40. The reliability test is used to see the suitability of the value and reliability of the survey answers from respondents (Anastasya, 2015).

This study applies the *Cronbach's alpha* method with certain limitations, such as 0.6. Reliability < 0.6 is not good, while 0.7 is acceptable, and 0.8 is good (Achidah & Hasiolan, 2016). Hypothesis testing is used to show how far the influence of variables is on each other (Ghozali, 2006). There are three hypothesis tests used, namely: *CFA (confirmatory factor analysis)*, *Fit Model (Goodness of Fit)*, and *t-test (critical ratio)*.

The first order construct in the CFA must have a probability value > 0.05 so that the question can be well received, and the fit model should get P-value  $\geq 0.05$ ,  $CMIN/DF \leq 2.00$ ,  $GFI \geq 0.90$ ,  $AGFI \geq 0.90$ ,  $TLI \geq 0.90$ ,  $RMSEA \leq 0.08$  (Cochran, 2017). T-test to determine the independent variable influences the dependent variable, if probability value or  $P \leq 0.05$  and CR value  $\geq 1.96$  then the hypothesis is accepted, but if  $P \geq 0.05$  and CR value  $\leq 1.96$  then hypothesis is rejected.

**4. Results and Discussion****Validity Test**

The validity test using EFA (*Exploratory Factor Analysis*) found that only service quality had dimension

value, but all variables have a factor loading result  $> 0.40$ . Of the 15 questions about service quality indicators, the author eliminates 6 questions so that the results have a cross-factor and each question item on the service quality variable is declared valid.

Table 1

EFA Validity Test

Indicator	Factor Loading
<b>Cleanliness</b>	
I wash my hands with soap or use a hand sanitizer in the place provided by Ancol Dreamland Park.	0.630
I feel that all rides at Ancol tourist attractions are cleaned with disinfectant regularly.	0.718
<b>Health</b>	
I check my body temperature before entering the tourist area.	0.701
Other visitors and I wear masks at tourist attractions.	0.750
<b>Safety</b>	
I saw Ancol Dreamland Park implement visitor restrictions, maintain distance, and prevent crowds.	0.493
Ancol provides safety and security equipment and supplies.	0.475
<b>Environment Sustainability</b>	
Ancol provides a particular recycling bin.	0.572
<b>Tangibles</b>	
I enjoy the clean tourist attractions of Ancol	-0.782
I like the facilities and facilities of Ancol tourist attractions because they are complete and modern.	-0.522
I think Ancol tourist spot has adequate parking space	-0.781
<b>Empathy</b>	
I think employees are always willing to help me	0.755
I feel that employees can adapt in providing services to visitors.	-0.606
<b>Responsiveness</b>	
I feel the employees are friendly and polite to visitors.	-0.833
<b>Reliability</b>	
I like buying Ancol entrance tickets online, making access to tourist attractions not waiting long.	0.879
<b>Assurance</b>	
I think the new knowledge of the new routine procedures makes visitors feel comfortable.	0.946
<b>Innovation</b>	
I feel that Ancol now has a very different concept and design.	0.448
I like this innovation because it can create rides and recreation areas with innovations. It is unique	-0.820
I think that Ancol's service quality consists of a creative innovation process.	0.875
<b>Price</b>	
I think Ancol tourist attractions have affordable and satisfying entrance ticket prices.	0.948
I think the price of Ancol tour tickets is under the quality of the recreation area.	0.448
I feel that the price of Ancol entrance tickets is low when compared to similar tourist tickets.	0.466
<b>Promotion</b>	
I like to buy tour tickets when there is a promotion.	0.797
I will consider buying an Ancol tour ticket if it has an excellent price.	0.775
Ancol tourist ticket sales promotion allows expediting scheduled purchases later.	0.601
<b>Customer Satisfaction</b>	
I am delighted with the whole experience at Ancol.	-
Overall, this theme park has the quality of service provided as promised.	0.422
I am satisfied with my decision to visit Ancol Dreamland Park.	0.616
<b>Customer Loyalty</b>	
I will return to this tourist spot in the future	0.636
I will give a positive review to other people about this Ancol Dreamland Park tour.	0.459
I will invite other people to visit Ancol Dreamland Park.	0.723

**Reliability Test**

The reliability test applies *Cronbach's alpha* method with a value greater than 0.06 so that the questionnaire can be said to be reliable. Table 2 above shows that the value of Cronbach's Alpha for each variable is more than 0.6, so it can be concluded that all the question instruments in this study are reliable.

Table 2

Reliability test			
Variable	Cronbach's Alpha	Critical Value	description
Service Quality	0.913	0,6	Reliable
Innovation	0.848	0,6	Reliable
Price	0.672	0,6	Reliable
Promotion	0.616	0,6	Reliable
Customer Satisfaction	0.830	0,6	Reliable
Customer Loyalty	0.724	0,6	Reliable

**Hypothesis Test**

**First Order Confirmatory Factor Analysis**

Confirmatory factor analysis (CFA) is an analysis that aims to identify the relationship between variables by performing correlation and confirmation tests whether the measurement model built is following the hypothesis.

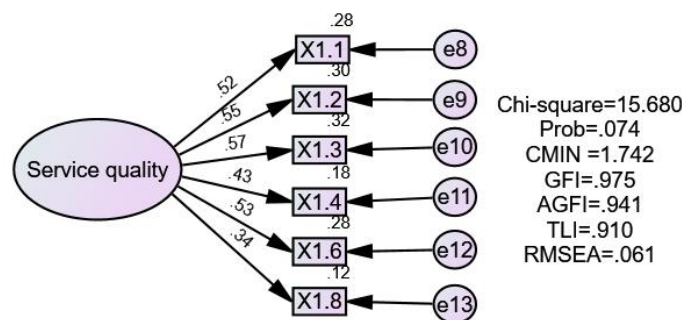


Figure 2. First-order construct variable service quality

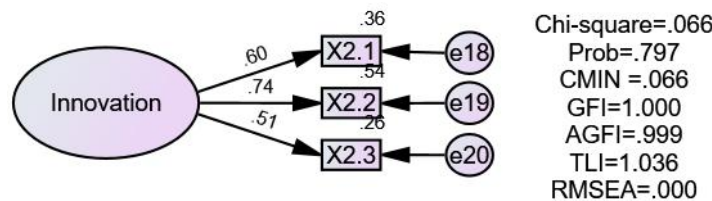


Figure 3. First-order construct variable innovation

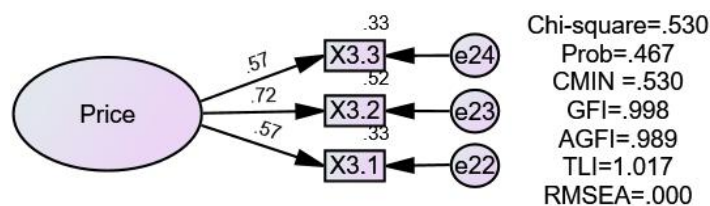


Figure 4. First-order construct variable price

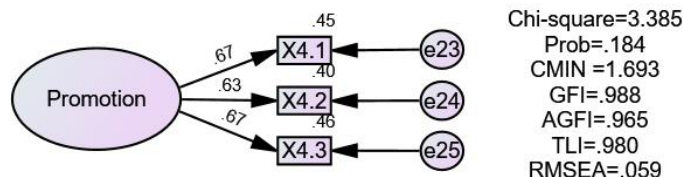


Figure 5. First-order construct variable promotion

The results of the first-order construct test above show that the service quality model has value (0.074), innovation (0.066), price (0.467), and promotion (0.184), for all values get a probability index  $\geq 0.05$ . Therefore, the results of the hypothesis, which states that the indicators below are valid, are the reference dimensions, so for this construct, all variables can be accepted well.

**Fit Model**

The goodness of fit test can be calculated by measuring the coefficient of determination of the statistical value. The results showed that the *goodness of fit* criteria had been achieved because all scores tended to be good. So that the results found in this research model have been accepted, are suitable for use, and there is a match between the model and the research data.

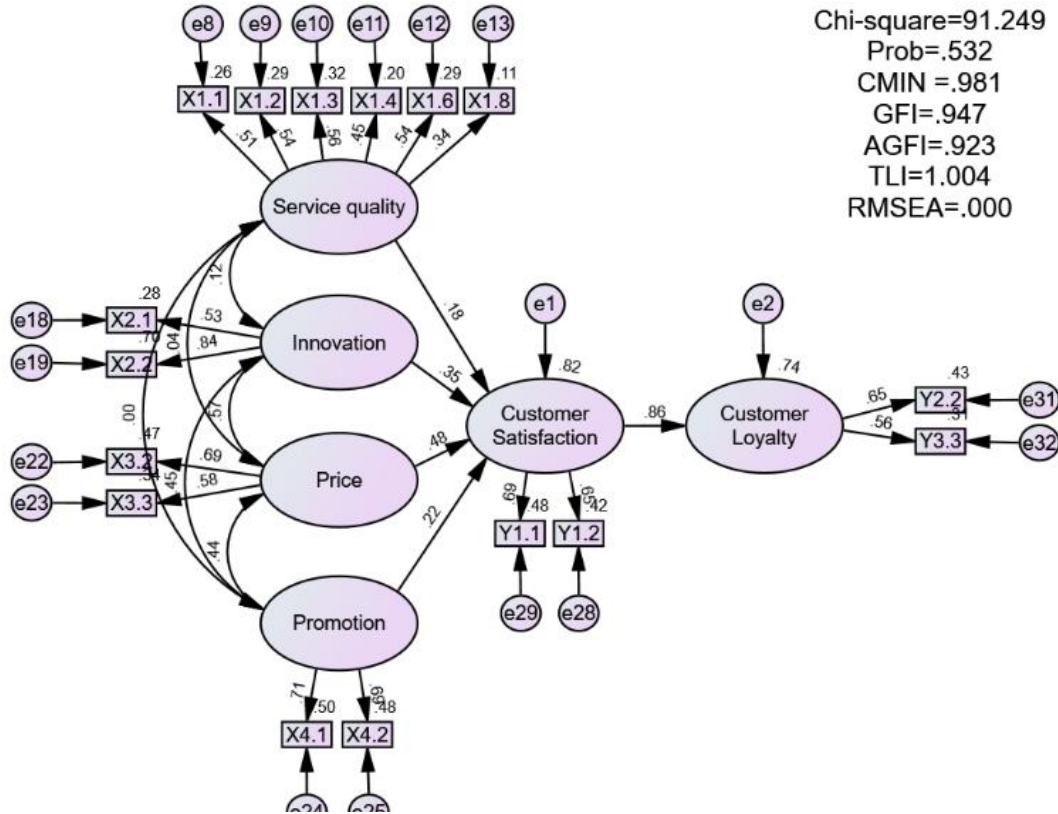


Figure 6. Goodness of Fit

Table 3

**The goodness of Fit results**

Index	Cut Off Value	Result	Evaluation
$\rho$	$\geq 0.05$	0.532	Good
CMIN/DF	$\leq 2.00$	0.981	Good
GFI	$\geq 0.90$	0.947	Good
AGFI	$\geq 0.90$	0.923	Good
TLI	$\geq 0.90$	1.004	Good
RMSEA	$\leq 0.08$	0,000	Good

**Hypothesis Test with T-test**

Hypothesis testing or t-test is used to test whether the independent variable influences customer satisfaction and customer satisfaction as an intervening variable influences customer loyalty. If the probability value  $P \leq 0.05$  and CR value  $\geq 1.96$ , then the hypothesis is accepted, but if  $P \geq 0.05$  and CR value  $\leq 1.96$ , then the hypothesis is rejected.

Table 4

**Hypothesis Test**

Ho	Variable	C.R	P	Result	
H <sub>1</sub>	Service quality	Customer satisfaction	2.027	0.04	accepted
H <sub>2</sub>	Innovation	Customer satisfaction	2.457	0.01	accepted
H <sub>3</sub>	Price	Customer satisfaction	3.145	0.	accepted
H <sub>4</sub>	Promotion	Customer satisfaction	2.034	0.04	accepted
H <sub>5</sub>	Customer satisfaction	Customer Loyalty	5.803	***	accepted

The results of hypothesis testing between the effect of service quality, innovation, price, promotion on customer satisfaction, the probability value is 0.043, 0.014, 0.002, and 0.042. Then from testing the hypothesis between the effect of customer satisfaction on customer loyalty, the results obtained are minimal probability values and influence perceived customer satisfaction. Price is considered a more significant influence of service quality on customer satisfaction, and the most significant influence is customer satisfaction on customer loyalty.

### 5. Conclusions

The results of this study suggest that service quality, innovation, price perception, promotion have a significant positive effect on customer satisfaction. Along with this, customer satisfaction has a significant positive effect on customer loyalty.

Consumers' satisfaction is a crucial factor, which directly affects the sales of the company's services. The increase in customer satisfaction at the Ancol Dreamland Park leads to an increase in customer loyalty, although this increase may not be felt immediately. However, customer satisfaction is a good strategy for the future, because customers will want to visit this theme park again and share their positive feedback with other people. These findings should guide the management of such amusement parks to improve the quality of services. In particular, the quality of service can be improved by paying attention to cleanliness, health, and visitor safety, which are very much needed during this COVID-19 pandemic.

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