

## THE EFFECT OF WATERPARK IMAGE THROUGH DELIGHT AND SERVICE QUALITY ON CUSTOMER LOYALTY

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**Abstract:** The purpose of this study was to examine and analyze the influence of waterpark image through delight and service quality to customer loyalty on Waterboom Lippo Cikarang customers in Jabodetabek. This research is a descriptive study and causal relationship. The sample in this study were 200 respondents. This research method is SEM analysis with Warp PLS tools. The results of this study indicate that waterpark image, delight, and service quality have a significant and positive influence on customer loyalty. Whereas indirectly waterpark image influences customer loyalty through delight and service quality.

**Keywords:** Waterpark image, delight, service quality, customer loyalty

**Abstrak:** Tujuan penelitian adalah untuk menguji dan menganalisis pengaruh waterpark image melalui delight dan service quality terhadap customer loyalty pada pelanggan Waterboom Lippo Cikarang di Jabodetabek. Penelitian ini merupakan penelitian deskriptif dan hubungan kausal. Sampel dalam penelitian ini sebanyak 200 responden. Metode penelitian ini adalah analisis SEM dengan alat Warp PLS. Hasil penelitian ini menunjukkan bahwa waterpark image, delight, dan service quality berpengaruh signifikan dan positif terhadap customer loyalty. Sedangkan waterpark image secara tidak langsung mempengaruhi customer loyalty melalui delight dan service quality.

**Kata Kunci:** Waterpark image, delight, service quality, customer loyalty

### INTRODUCTION

Tourism is an activity of traveling with the aim of carrying out various activities, namely as a place of rest, knowing culture, seeking satisfaction or pleasure, adventure, new experiences, and different others. At this time many people save to go on a tour. Recreational water tourism is a tourist attraction that is in great demand by tourists. One of them is Waterboom Lippo Cikarang. Based on data from the Top Brand Index 2015 to 2019, Waterboom Lippo Cikarang has decreased its

ranking from 2015 to 2018, and in 2019 it is no longer included in the category.

With the increase in the tourism sector in the last few years, the company should make more efforts to maintain its image and provide quality service as well as maintain good relationships so that customers remain loyal. Researchers are interested in conducting research with the title "The Effect of Waterpark Image through Delight and Service Quality on Customer Loyalty to Customers of Waterboom Lippo Cikarang".

### Waterpark Image

Image can also help sell the products (Kotler dan Keller 2016:260). Image is the total perception of an object which is formed by processing information from various sources at any time (Sutisna 2013). Image is a set of beliefs, ideas and impressions that a person has on an object (Nurullaili and Wijayanto, 2013). Waterpark is defined as an aquatic-themed facility consisting of three or more large slides and water-based activities (Sangree 2014 in Naehyun et al. 2016). So, Waterpark Image is a consumer's perception of water recreational rides, both in terms of company names or facilities or services provided to customers.

### Delight

Customer delight is when a customer is satisfied, the thing that must be done again is to make the customer feel happy (Kotler and Armstrong 2012:14). Customer delight will be formed when someone feels comfortable with a company and gets a happy feeling (Putri and Sudiksa 2018). Customer delight is formed when consumers feel comfortable with the company and get a feeling of surprise (Widyastuti and Mu'afiah 2015). So, Delight is the pleasure that customers feel when their expectations exceed expectations.

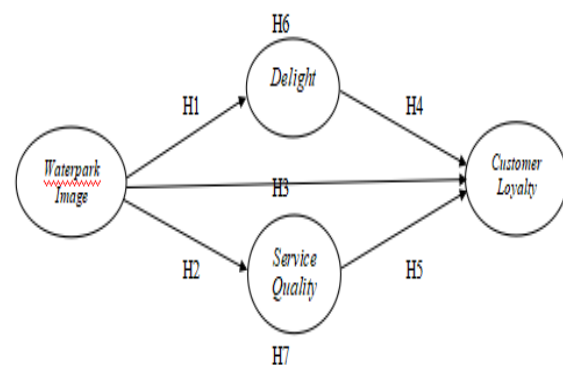
### Service Quality

Service quality as something that consistently meets or exceeds customer expectations (Lovelock and Wirtz 2017:154). Service quality is the firms' ability to deliver services in accordance with customer's level of expectation (Akroush and Mahadin 2017). Quality is the totality of the features and characteristics of a product or service based on its ability to meet stated or implied needs (Kotler and Keller 2016:156). Service quality is a measure of how well the level of service provided is in accordance with customer expectations (Tjiptono 2016:59). Service quality is the basis

for service marketing, because the core of the product being marketed is a performance (quality), and it is performance that is purchased by the customer, therefore the quality of service performance is the basis for service marketing (Sanjaya and Prasatyo 2016). So, Service Quality is a company providing the best service expected by customers.

### Customer Loyalty

Customer loyalty is used to describe the tendency of customers to return to a product or organization regularly because of the service and satisfaction they receive (Lucas 2015:467). Customer loyalty is a person who continuously and repeatedly comes to the same place to satisfy their desires by owning a product or getting a service and paying for the product (Hasan 2014:125). Loyalty from customers contributes positively to the company's sustainability, resulting in the company's competitive advantage (Tseng et al. 2017). So, Customer Loyalty is where a customer makes repeated purchases of the company because the company provides good quality products / services, and provides products / services that are in accordance with what the customer wants.



Gambar 1 Research Model

### RESEARCH METHOD

The research design used is descriptive research and causality. The object used in the

research is the customer of Waterboom Lippo Cikarang. Collecting data in this study using a questionnaire. Respondents in this study are people with the following criteria, 1) Have visited and used the facilities or rides at Waterboom Lippo Cikarang, 2) Have visited more than twice in the last two years, 3) At least 17 years old, 4) Domiciled in Jabodetabek . The scale used in this study is the Likert scale. The data used in this research are primary data and secondary data. The method in this research is SEM analysis and all the data obtained were calculated using the WarpPLS 7.0 program.

## RESULT AND DISCUSSION

The following is a table of hypothesis testing results:

**Table 1 R-Square and Q-Square Value**

Variable	R2	Q2
Delight	0,22	0,222
Service Quality	0,353	0,351
Customer Loyalty	0,535	0,537

The r-square of the delight variable is weak because it has a value of 0.228, indicating that the contribution of the influence of the waterpark image variable to delight is 22.8%. The R-square variable of service quality is weak because it has a value of 0.353, indicating that the contribution of the influence of the waterpark image variable on service quality is 35.3%. R-square variable of customer loyalty moderate because it is 0.535, indicating that the contribution of the influence of the variable waterpark image, delight, and service quality is 53.5%. The Q-square variable of delight is 0.222, service quality is 0.351, and customer loyalty is 0.537.

**Table 2 Direct Effect Testing Result**

Variable	Path Coefficient	P Values
WI > D	0,477	<0,001
WI > SQ	0,594	<0,001
WI > CL	0,121	0,040
D > CL	0,590	<0,001
SQ > CL	0,160	0,010

The results of testing the first hypothesis, produce a p-value of <0.001 and a path coefficient of 0.477. The conclusion is that there is an effect of waterpark image on delight in Waterboom Lippo Cikarang customers in Jabodetabek.

The results of testing the second hypothesis, produce a p-value of <0.001 and a path coefficient of 0.594. The conclusion is that there is an effect of waterpark image on service quality for customers of Waterboom Lippo Cikarang in Jabodetabek.

The results of testing the third hypothesis, produce a p-value of 0.040 and a path coefficient of 0.121. The conclusion is that there is an effect of waterpark image on customer loyalty to customers of Waterboom Lippo Cikarang in Jabodetabek.

The results of testing the fourth hypothesis, produce a p-value of <0.001 and a path coefficient of 0.590. The conclusion is that there is an effect of delight on customer loyalty to Waterboom Lippo Cikarang customers in Jabodetabek.

The results of testing the fifth hypothesis, produce a p-value of 0.010 and a path coefficient of 0.160. The conclusion is that there is an effect of service quality on customer loyalty to customers of Waterboom Lippo Cikarang in Jabodetabek.

**Table 3 Results of Mediation Variables**

Variable	Path	Coefficient	P Value
Delight (WI > D > CL)	1	0,479	<0,001
	2	0,199	0,002
	3	0,477	<0,001
	4	0,604	<0,001
Service Quality (WI > SQ > CL)	1	0,479	<0,001
	2	0,363	<0,001
	3	0,594	<0,001
	4	0,219	<0,001

The results of testing the sixth hypothesis, resulting in a p-value <0.05 and the path coefficient is positive. The conclusion is that delight mediates part of the influence of waterpark image on customer loyalty to Waterboom Lippo Cikarang customers in Jabodetabek.

The results of testing the seventh hypothesis, produce a p-value <0.05 and the path coefficient is positive. The conclusion is that service quality mediates part of the waterpark image influence on customer loyalty to customers of Waterboom Lippo Cikarang in Jabodetabek.

## CLOSING

Based on the results of research and discussion that has been carried out using samples from customers of Waterboom Lippo Cikarang in Jabodetabek. So the conclusion is, 1) The results show that there is an influence of Waterpark Image on Delight at Waterboom Lippo Cikarang customers in Jabodetabek, 2) The results show that there is an effect of waterpark image on service quality for

Waterboom Lippo Cikarang customers, 3) The results show that there is an influence on waterpark image of customer loyalty to Waterboom Lippo Cikarang customers in Jabodetabek, 4) The results show that there is an effect of delight on customer loyalty to Waterboom Lippo Cikarang customers in Jabodetabek, 5) The results show that there is an effect of service quality on customer loyalty to Waterboom Lippo Cikarang customers in Jabodetabek, 6) The results show that there is an effect of waterpark image through delight on customer loyalty to customers of Waterboom Lippo Cikarang in Jabodetabek, 7) The results show that there is the influence of waterpark image through service quality on customer loyalty to customers of Waterboom Lippo Cikarang in Jabodetabek.

There are several limitations to this study. Given the limitations of time, money, and energy, this research only uses google form which is distributed through social media. Respondents used in this study were respondents who had visited at least two times. This study only used 200 respondents, of which 200 respondents were considered to represent a population.

Based on the research that has been done, the researcher proposes several suggestions for the next researcher, it is suggested for the next researcher to propose additional independent variables such as perceived value, customer expectation, and price perception. In addition, further researchers are advised to use more samples so that the samples taken can better represent the population. It is also recommended for future researchers to use research objects with different categories.

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