

FINAL PAPER

**ANALYSIS OF THE EFFECT OF FESTIVAL AUTHENTICITY TOWARD
LOYALTY TO FESTIVAL, THROUGH FESTIVAL QUALITY, FESTIVAL
VALUE, SATISFACTION WITH FESTIVAL ON MARKETWORLD.ID
CUSTOMER IN SURABAYA**

Submitted as a final requirement to obtain the degree of
Sarjana Ekonomi Strata Satu

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**PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI
UNIVERSITAS PELITA HARAPAN SURABAYA 2017**



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**ANALYSIS OF THE EFFECT OF FESTIVAL AUTHENTICITY TOWARD
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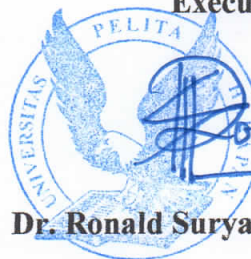
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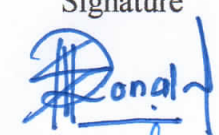
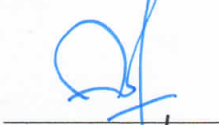
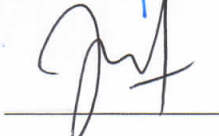
AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER

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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 Marketworld.id 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 105 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 Marketworld.id 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; Festival Authenticity has insignificant effect on Festival Value variable with regression coefficient value of 0.217 and C.R. value of 0.840; Festival Authenticity has insignificant effect on Loyalty to Festival variable with regression coefficient value of 0.038 and C.R. value of 0.247; Festival Authenticity has insignificant effect on Satisfaction with Festival variable with regression coefficient value of 0.342 and C.R. value of 1.686; Festival Authenticity has significant effect on Festival Quality variable with regression coefficient value of 0.843 and C.R. value of 6.056; Festival Quality has significant effect on Festival Value variable with regression coefficient value of 0.538 and C.R. value of 2.088; Festival Quality has significant effect on Loyalty to Festival variable with regression coefficient value of 0.621 and C.R. value of 3.730; Festival Quality has insignificant effect on Satisfaction with Festival variable with regression coefficient value of 0.261 and C.R. value of 1.245; Festival Value has insignificant effect on Loyalty to Festival variable with regression coefficient value 0.034 and C.R. value of 0.287; Festival Quality has significant effect on Loyalty to Festival variable with regression coefficient value of 0.621 and C.R. value of 3.730; Satisfaction with Festival has significant effect on Loyalty to Festival variable with regression coefficient value of 0.308 and C.R. value of 2.275. Assessed on the result of the coefficient path, it is shown that the effect of Festival Authenticity has the highest affection which has the value of 0.843 on Festival Quality. Then with the second highest affection is Festival Quality on Loyalty to Festival with the value of 0.621 and the third biggest affection is the Festival Quality to the Festival Value variable with the value of 0.538.

Keywords: Festival Authenticity, Festival Value, Festival Quality, Satisfaction with Festival, Loyalty to Festival, Marketworld.id.

PREFACE

Praises and gratefulness are delivered to The Almighty God for all His mercy in helping and guiding the author during the preparation of the thesis as the final paper for the undergraduate study. For this, the author also would like to greatly appreciate the following people for their valuable contributions in helping the author from beginning until the completion of the thesis.

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Although the thesis is still far from being perfect, the author does believe that this thesis will be useful for further usage. As the thesis is completed, with the effort and love from all the people involved in the preparation stage as mentioned before, and to them, the author dedicates this final paper.

Surabaya, 26 September 2018

William Lokman

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