ABSTRAK

Di kota-kota besar, *theme park* sangatlah populer dan berkembang pesat, dimana masyarakat sering meluangkan waktunya untuk berkunjung ke *theme park* untuk mencari kesenangan bersama teman – teman. Bidang usaha ini merupakan salah satu bidang usaha yang masih bertahan dan bahkan berkembang serta merupakan pilihan yang tepat di dalam kondisi perekenomian Indonesia dan perkembangan jumlah penduduk. Suroboyo Night Carnival menjadi salah satu yang bergerak dibidang tersebut dan memadukan konsep taman hiburan modern di malam hari dengan sajian pasar malam, lampu, dan wahana yang beragam.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Physical Environment, Interaction with other Customers,* dan *Interaction with Staff* terhadap *Customer Loyalty* melalui *Customer Delight* dan *Customer Satisfaction.* Manfaat yang diharapkan dari penelitian ini adalah seberapa besar pengaruh *Customer Delight* dan *Customer Satisfaction* dalam meningkatkan *Customer Loyalty* sehingga akan menciptakan suatu loyalitas pada tiap pengunjung Suroboyo Night Carnival di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 115 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah berkunjung ke Suroboyo Night Carnival di Surabaya 2x dalam setahun terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *Phyiscal Environment* berpengaruh signifikan terhadap *Customer Delight* dengan koefisien regresi sebesar 0.389; variabel *Physical Environment* berpengaruh positif tetapi tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.085; variabel *Interaction with other Customers* berpengaruh signifikan terhadap *Customer Delight* dengan koefisien regresi sebesar 0.277; variabel *Interaction with other Customers* berpengaruh positif tetapi tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.006; variabel *Interaction with Staff* berpengaruh signifikan terhadap *Customer Delight* dengan koefisien regresi sebesar 0.27; variabel *Interaction with Staff* berpengaruh negatif tidak signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar – 0.014; variabel *Customer Delight* berpengaruh signifikan terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.347; variabel *Customer Delight* berpengaruh positif tetapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.094; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.357.

Kata kunci: *Physical Environment*, *Interaction with other Customers*, *Interaction with Staff, Customer Delight, Customer Satisfaction, Customer Loyalty* dan Suroboyo Night Carnival.

ABSTRACT

In big cities, theme parks are very popular and rapidly growing, where people often take the time to visit the theme parks to release their stress, doing fun with their friends. This kind of business is a business that still survive and even growing and a right choice in the condition of Indonesian economy and population growth. Suroboyo Night Carnival has become one of the best in this kind of business and combines contemporary modern theme park at night with good light, nice environment, and night market.

The purpose of this study was to determine the effect of *Physical Environment, Interaction with other Customers,* and *Interaction with Staff* and the influence of *Customer Delight* and *Customer Satisfaction* against *Customer Loyalty.* The expected benefits of this research is to know how large the influence of *Customer Delight* and *Customer Satisfaction* so as to increase *Customer Loyalty* that will eventually create a loyalty to each visitor Suroboyo Night Carnival.

This study is causal research. The method used in this research is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 115 respondents which characteristics of male and female respondents aged 18-60 years and have visited Suroboyo Night Carnival twice in the last one year.

The results showed that *Phsyical Environment* has significant influence to *Customer Delight* with regression coefficient of 0.389; *Phsyical Environment* has a positive but not significant influence to *Customer Satisfaction* with regression coefficient of 0.085; *Interaction with other Customers* has significant influence to *Customer Delight* with regression coefficient of 0.277; *Interaction with other Customers* has a positive but not significant influence to *Customer Satisfaction* with regression coefficient of 0.006; *Interaction with Staff* has significant influence to *Customer Delight* with regression coefficient of 0.27; *Interaction with Staff* has a negative but not significant influence to *Customer Satisfaction* with regression coefficient of – 0.014; *Customer Delight* has significant influence to *Customer Satisfaction* with regression coefficient of 0.347; and *Customer Delight* has a positive but not significant influence to *Customer Loyalty* with regression coefficient of 0.094; *Customer Satisfaction* has significant influence to *Customer Loyalty* with regression coefficient of 0.357.

Key Words: *Physical Environment*, *Interaction with other Customers*, *Interaction with Staff*, *Customer Delight*, *Customer Satisfaction, Customer Loyalty* and Suroboyo Night Carnival.