

FINAL PAPER

**THE ANALYSIS OF THE IMPACT OF PHYSICAL
ENVIRONMENT, INTERACTION WITH STAFF,
INTERACTION WITH OTHER CUSTOMER, CUSTOMER
DELIGHT AND CUSTOMER SATISFACTION TOWARDS
CUSTOMER LOYALTY OF JAWA TIMUR PARK 3**

Submitted as a final requirement to obtain the
Degree of *Sarjana Manajemen Strata Satu*

By:

NAME : SELLA HERLINA HARAHAP

NPM : 00000027398



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

2019



**UNIVERSITAS PELITA HARAPAN SURABAYA
ECONOMY FACULTY**

I am student from *Jurusan Manajemen, Fakultas Ekonomi, Universitas Pelita Harapan Surabaya*.

Student Name : Sella Herlina Harahap

NPM : 00000027398

Department : *Management*

Hereby declare that the work of Final Paper that I created with the title of **“THE ANALYSIS OF THE IMPACT OF PHYSICAL ENVIRONMENT, INTERACTION WITH STAFF, INTERACTION WITH OTHER CUSTOMER, CUSTOMER DELIGHT AND CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY OF JAWA TIMUR PARK 3”** is:

- 1) Created and completed by my own, by using the result of lectures, field reviews and books and journal references listed in the list of references at the end of my Final Paper.
- 2) Not a duplication of other papers that have been published or have ever been used to get a degree at another university, except in parts of the information sources listed by proper reference.
- 3) Not the work of translated collections of reference books or journals listed the reference at the end of my Final Paper.

If it is proved that I did not fulfil what has been stated above, the work of this Final Paper is invalid,

Surabaya, September 25th 2019

declared by,

(Sella Herlina Harahap)



UNIVERSITAS PELITA HARAPAN SURABAYA
ECONOMY FACULTY

AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER

THE IMPACT OF PHYSICAL ENVIRONMENT, INTERACTION WITH
STAFF, INTERACTION WITH OTHER CUSTOMER, CUSTOMER
DELIGHT AND CUSTOMER SATISFACTION TOWARDS CUSTOMER
LOYALTY OF JAWA TIMUR PARK 3

By:

Student Name: Sella Herlina Harahap

NPM : 00000027398

Department : Management

Has been examined and approved for submission and defended in a comprehensive presentation in order to obtain the degree of Sarjana Ekonomi Strata Satu in Fakultas Ekonomi, Universitas Pelita Harapan Surabaya.

Surabaya, September 25th 2019

Approving:

Advisor 1

Dr. Oliandes Sondakh, S.E., M.M.

Co-Advisor

Hananiel M. Gunawan, BA, MBA

Head of Management
Department

Dr. Amelia, S.E., M.M.

Executive Director

Dr. Ronald, ST, M.M



UNIVERSITAS PELITA HARAPAN SURABAYA
ECONOMY FACULTY

AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER


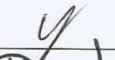
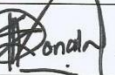
On Monday, 16th September 2019 has been held a comprehensive presentation in order to fulfil academic requirement to obtain Sarjana Ekonomi Strata Satu in Fakultas Ekonomi, Universitas Pelita Harapan Surabaya on the behalf of:

Student Name : Sella Herlina Harahap

NPM : 00000027398

Department : *Management*

Including Final Paper comprehensive test by the title of **“THE ANALYSIS OF THE IMPACT OF PHYSICAL ENVIRONMENT, INTERACTION WITH STAFF, INTERACTION WITH OTHER CUSTOMER, CUSTOMER DELIGHT AND CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY OF JAWA TIMUR PARK 3”** panellist team consisting of:

Board of panellist	Status	Sign
1. Dr. Oliandes Sondakh, S.E., M.M.	as Advisor	
2. Yanuar Dananjaya, B.Sc., M.M.	as the Member	
3. Dr. Ronald, ST, M.M.	as the Member	

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.

1. Dr. Ronald, S.T., M.M. as the Executive Director of Universitas Pelita Harapan Surabaya and as one of the panellists during the final defence for the advice and guidance during the whole process of the thesis preparation.
2. Dr. Oliandes Sondakh, S.E., M.M. as the main Advisor, for the priceless guidance, advices encouragement during the whole process of the thesis preparation and the patience and kindness in checking every single mistake in the paper before the submission. Also, a big gratitude for defending, guidance, and helping me in my proposal and final defence.
3. Hananiel Menoverdi G., BA, M.BA., as the co-advisor, for the priceless guidance, encouragement, advice during the whole process of the thesis preparation and final defence.
4. Dr. Amelia, S.E., M.M., as the Head of Management Department of Universitas Pelita Harapan.
5. Yanuar Dananjaya, B.Sc., M.M., as one of the panellists during the final defence for the advice and guidance during the whole process of the thesis preparation.
6. Mr. Franz Winfried Anton Tollrian and Mrs. Heldina Warsanur, my beloved step-father and mother, for all the priceless assistances, encouragements and supports during the whole process of thesis preparation.
7. Mrs. Henny Wijaya, my beloved sister, for all the priceless assistances, encouragements and supports during the whole process of thesis preparation.
8. To all my family members, for all the priceless assistances, encouragements and supports during the whole process of thesis preparation.

9. To all the lectures at the SIM-GE and Universitas Pelita Harapan Surabaya. For all memorable time and experiences in study process.
10. To all staffs of Universitas Pelita Harapan Surabaya. For the helps with the complex processes of administration of the final paper, handling the paperwork, and dealing with the students in general.
11. International Business Management Students Batch 2016 (SIM-GE). For all the priceless encouragements and supports during the whole process of thesis preparation.
12. To all the good friends in the university, namely Monica Belinda, Greacella Fortuna, Retno Wulandari, Kathleen Viana, Sherryn Clarista and Angelis Jessica who always provide supports in any condition, so that this research can be completed well and on time.
13. To all the good friends outside the university, namely Stefano Hendryawan, Yesi Dwi Ambariyati, Sasqia Maharani Putri and Dheo Juan Dharmadinata who always reminded the deadline and who always provided supports in any condition, so that this research can be completed properly and on time.
14. To all the friends of the Connect Group and Baptism Service at Mawar Sharon Church who always pray and provide supports, so that this research can be completed well and on time.
15. For all other people involved in the preparation of the thesis.

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, September 25th 2019

Sella Herlina Harahap

TABLE OF CONTENTS

TITLE PAGE	i
STATEMENT OF AUTHENTICITY OF FINAL PAPER	ii
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER	iii
AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER	iv
ABSTRACT	v
PREFACE	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Limitation	10
1.3 Research Problem	10
1.4 Research Objectives	11
1.5 Research Contribution	11
1.5.1 Theoretical Advantages	11
1.5.2 Empirical Advantages	12
1.6 Research Outlines	12
CHAPTER II REVIEW OF RELATED LITERATURE	14
2.1 Theoretical Framework	14
2.1.1 Physical Environment	14
2.1.2 Interaction with staff	15
2.1.3 Interaction with other Customers	17
2.1.4 Customer Delight	18
2.1.5 Customer Satisfaction	19
2.1.6 Customer Loyalty	21
2.2 Previous Research	22
2.3 Hypothesis Development	23
2.3.1 Impact of Physical Environment on Customer Delight	23

2.3.2	Impact of Physical Environment on Customer Satisfaction.....	24
2.3.3	Impact of Interaction with other Customers on Customer Delight	25
2.3.4	Impact of Interaction with other Customers on Customer Satisfaction	25
2.3.5	Impact of Interaction with Staff on Customer Delight.....	26
2.3.6	Impact of Interaction with Staff on Customer Satisfaction	27
2.3.7	The Influence of Customer Delight on Customer Satisfaction	28
2.3.8	The Influence of Customer Delight on Customer Loyalty	28
2.3.9	The Influence of Customer Satisfaction on Customer Loyalty	29
2.4	Research Model	30
2.5	Operational Framework	31
CHAPTER III RESEARCH METHODOLOGY		34
3.1	Research Design.....	34
3.1.1	Research Type	34
3.1.2	Type of Data	34
3.2	Population and Sample	35
3.2.1	Population.....	35
3.2.2	Sample	35
3.3	Method of Data Collection.....	36
3.3.1	Sources of Data.....	37
3.3.2	Sample and Sampling Plan	37
3.3.3	Research Instruments.....	39
3.4	Operational Definitions and Variable Measurements	39
3.4.1	Operational Definition.....	39
3.4.2	Variables to be tested.....	41
3.4.3	Level of Measurement and Scaling Techniques.....	41
3.5	Method of Data Analysis	42
3.5.1	Data Processing	42
3.5.2	Hypothesis Testing	42
3.5.4	Linear Regression Analysis	46
CHAPTER IV DATA ANALYSIS AND DISCUSSION.....		50
4.1	General Description of Jawa Timur Park 3.....	50

4.2	Data and Analysis	52
4.2.1	Descriptive Statistic	52
4.2.2	Descriptive Statistic of Respondents Perception	54
4.3	Results of Hypothesis Testing.....	64
4.3.1	Validity Test	64
4.3.2	Reliability Testing	65
4.3.3	Classical Regression Assumptions Test	65
4.4	Linear Regression Analysis	70
4.4.1	Multiple Regression Analysis of Physical Environment, Interaction with Staff, Interaction with other Customer on Customer Delight	70
4.4.2	Multiple Regression Analysis of Physical Environment, Interaction with Staff, Interaction with other Customer, Customer Delight on Customer Satisfaction.....	71
4.4.3	Multiple Regression Analysis of Customer Delight, Customer Satisfaction on Customer Loyalty	72
4.5	Discussion	73
4.5.1	Analysis of Hypothesis Testing.....	73
4.5.2	Overall Model Analysis.....	78
4.5.3	Analysis of Variables	83
CHAPTER V CONCLUSION		101
5.1	Conclusion	101
5.1.1	Conclusion for Hypothesis	102
5.2	Implication	107
5.2.1	Theoretical Implication	107
5.2.2	Managerial Implication	110
5.3	Recommendation	115
5.3.1	For Future Research	115
REFERENCES.....		116
APPENDIX: A.....		A-1
APPENDIX: B.....		B-1
APPENDIX: C.....		C-1
APPENDIX D.....		D-1

APPENDIX E	E-1
APPENDIX F	F-1
APPENDIX G	G-1

LIST OF TABLES

CHAPTER III RESEARCH METHODOLOGY

3.1	Operational Definitions.....	39
3.2	The Value of r	48
3.3	Interpretation of r -value	48

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	Descriptive Statistic Respondents by Age	53
4.2	Descriptive Statistic Respondents by Gender	54
4.3	Degree of Assessment for Each Variable	55
4.4	Descriptive Statistic of Physical Environment.....	55
4.5	Descriptive Statistic of Interaction with Staff.....	57
4.6	Descriptive Statistic of Interaction with other Customer.....	58
4.7	Descriptive Statistic of Customer Delight	60
4.8	Descriptive Statistic of Customer Satisfaction.....	61
4.9	Descriptive Statistic of Customer Loyalty	62
4.10	Validity Test Results.....	64
4.11	Reliability Test Results	65
4.12	Normality Test of Kolmogorov Smirnov Result.....	67
4.13	Homoscedasticity Test of Spearman Rho Result.....	69
4.14	Linearity Test Result.....	69
4.15	Multicollinearity Test Result	70
4.16	Multiple Regression Analysis of Physical Environment, Interaction with Staff, Interaction with other Customer on Customer Delight	70
4.17	Multiple Regression Analysis of Physical Environment, Interaction with Staff, Interaction with other Customer and Customer Delight on Customer Satisfaction	71
4.18	Multiple Regression Analysis of Customer Delight and Customer Satisfaction on Customer Loyalty.....	72

4.19	Comparison Value of Corrected item-total Correlation and mean for Physical Environment Variable	83
4.20	Comparison Value of Corrected item-total Correlation and mean for Interaction with Staff Variable.....	87
4.21	Comparison Value of Corrected item-total Correlation and mean for Interaction with other Customer Variable.....	91
4.22	Comparison Value of Corrected item-total Correlation and mean for Customer Delight Variable	93
4.23	Comparison Value of Corrected item-total Correlation and mean for Customer Satisfaction Variable	95
4.24	Comparison Value of Corrected item-total Correlation and mean for Customer Loyalty Variable.....	98
CHAPTER V CONCLUSION		
5.1	Theoretical Implications	106
5.2	Managerial Implications	111

LIST OF FIGURES

CHAPTER I INTRODUCTION

1.1	Countries with high growth in number of amusement parks	2
1.2	Jawa Timur Park Group	3
1.3	Physical Environment Review of Jawa Timur Park 3	5
1.4	Physical Environment Review of Jawa Timur Park 3	6
1.5	Interaction with Jawa Timur Park 3 Staff	7
1.6	Interaction with Jawa Timur Park 3 Staff	7
1.7	E-Bike Rental Service	7
1.8	Ticketing Service	8
1.9	Show from Jawa Timur Park 3 Staffs to Customers	8
1.10	Information Centre Jawa Timur Park 3.....	8
1.11	Dino Park Train (Interaction with customers.....	9

CHAPTER II REVIEW OF RELATED LITERATURE

2.1	Research Model	30
-----	----------------------	----

CHAPTER IV DATA ANALYSIS AND DISCUSSION

4.1	Jawa Timur Park Group	50
4.2	Percentage of Respondents by Age.....	53
4.3	Percentage of Respondents by Gender.....	54
4.4	Normal Probability Plot Physical Environment, Interaction with Staff, Interaction with other Customer, Customer Delight * Customer Satisfaction.....	65
4.5	Normal Probability Plot Physical Environment, Interaction with Staff, Interaction with other Customer * Customer Delight.....	66
4.6	Normal Probability Plot Customer Delight, Customer Satisfaction * Customer Loyalty.....	66
4.7	Scatterplot Physical Environment, Interaction with Staff, Interaction with other Customer * Customer Delight	67

4.8	Scatterplot Physical Environment, Interaction with Staff, Interaction with other Customer, Customer Delight * Customer Satisfaction.....	68
4.9	Scatterplot Customer Delight, Customer Satisfaction * Customer Loyalty	68

LIST OF APPENDICES

APPENDIX AA-1
APPENDIX BB-1
APPENDIX CC-1
APPENDIX DD-1
APPENDIX EE-1
APPENDIX FF-1
APPENDIX G.....G-1