

A CONSUEQUENCE OF SATISFACTION AND LOYALTY: HOW WATERPARK IMAGES AND PRICE FAIRNESS AFFECT ITS (An empirical study of Bengkulu)

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ARTICLE INFO



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Keywords:

Waterpark Images; Price Fairness;

Customer Satisfaction; Customer Loyalty

DOI:

<https://doi.org/10.33096/jmb.v7i2.551>

ABSTRACT

The purpose of this study as to determine how the effect of waterpark image and price fairness on customer satisfaction and its implications for customer loyalty at Waterpark Wahana Surya Bengkulu. The measurement of this study uses 14 indicator items which are distributed using an online questionnaire. The number of samples in this study were 136 respondents and the data were analyzed using SEM PLS (Partial Least Square). Data were collected using a questionnaire using a Likert scale. This research used descriptive method with a quantitative approach. The type of data used in this study is primary data. The results of this study prove that 1. waterpark image has a positive effect on price fairness, 2. Waterpark image has a positive effect on customer satisfaction, 3. Fairness of price has a positive effect on customer satisfaction, 4. Waterpark image has a positive effect on customer loyalty, 5. Fairness of price has a positive effect on customer loyalty, 6. Customer satisfaction has no effect on customer loyalty.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh waterpark image dan keadilan harga terhadap kepuasan serta implikasinya terhadap loyalitas pelanggan pada Waterpark Wahana Surya Bengkulu. Pengukuran penelitian ini menggunakan 14 item indikator yang disebarkan menggunakan kuesioner online. Jumlah sampel dalam penelitian ini sebanyak 136 responden dan data dianalisis menggunakan SEM PLS (Partial Least Square). Data dikumpulkan dengan menggunakan kuesioner dengan menggunakan skala Likert. Penelitian ini digunakan dengan metode deskriptif dengan pendekatan kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data primer. Hasil penelitian ini membuktikan bahwa 1. waterpark image berpengaruh terhadap price fairness, 2. waterpark image berpengaruh positif terhadap kepuasan pelanggan, 3. Kewajaran harga berpengaruh positif terhadap kepuasan pelanggan, 4. Waterpark image berpengaruh positif terhadap loyalitas pelanggan, 5. Kewajaran harga berpengaruh positif terhadap loyalitas pelanggan, 6. Kepuasan pelanggan tidak berpengaruh terhadap loyalitas pelanggan.

INTRODUCTION

The frequency of tourism visits due to the outbreak of the Covid-19 pandemic has gradually risen on an annual basis. The number of tourists visiting a destination continues to increase as a result of ease of access and enhanced tourism infrastructure facilities in different regions and countries. The increase of foreign tourists entering Indonesia is likely to improve as well (Figure 1). This is partially due to the government's focus on promoting the tourism

sector with the well-known slogan 'Wonderful Indonesia.' High mobility, job tension, and crowded busyness are a tremendous for the group to provide recreation, refresh, and rest with the family. This has been an important factor influencing the tourism sector.

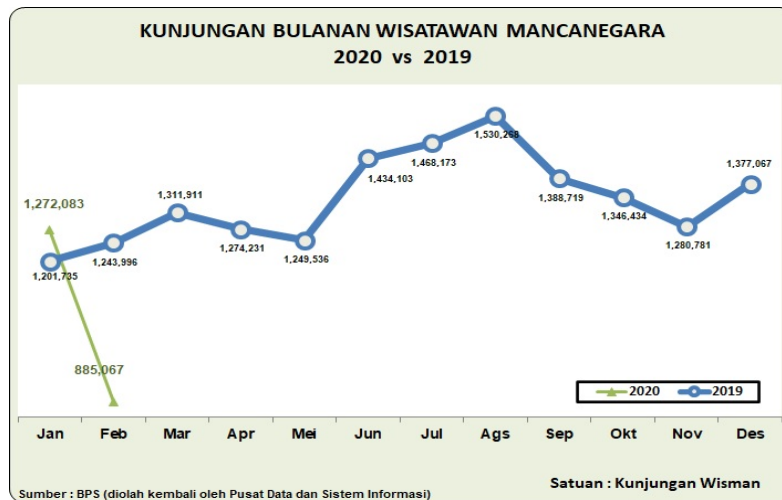


Figure 1. The Number of Tourism visited the world

Source : <http://www.kemenparekraf.go.id/post/data-kunjungan-wisatawan-mancanegara-bulanan-tahun-2020>

The increase of the tourism sector also brings many benefits, which can be seen from various aspects, such as social, economic, and cultural aspects (Anderson and Getz, 2009). an economy involves the benefits of carrying foreign exchange to the country through taxation, enabling jobs, and can improve and keep sustainability of the local economic situation of the nation. Sociocultural effects involve improvements in demographic structure, increases in the type of job, changes in values and changes in traditional life forms (Anderson and Getz 2009).

Tourism in Indonesia tends to increase. The travel & tourism competitiveness Index data published by the World Economic Forum 2019 shows that Indonesia 's tourism productivity increased to 40th from 42nd in the previous year. Indicators of various routes in Indonesia are seen as fantastic international tourists as quality and value. Indonesia's value-for-money rating has risen from 6th to 9th. The tourism ranking of Indonesia is also reasonably well ranked in the categories of culture and traditions and abundant natural resources of. Indonesian tourism can be seen as being the opportunity to advance to improve, especially in the natural and cultural heritage sectors, as well as competitive rates (<http://travel.kompas.com/read> on November 2, 2019). Indonesia global tourism increase also was focused on parameters to be sustainable, which implies that the progress of the tourism sector is ecologically supported and therefore does not contravene religious norms or Islamic sharia laws in order to allow the use environment as one of the facilities offered by God.

The effectiveness of an organization in reaching its objectives would have had an impact on satisfaction and loyalty. Loyalty is a reaction or a result of the development of satisfied consumers as a part of the performance of quality services in meeting consumer expectations. Customers are those who are passionate about the facilities they use. Customers

who are loyal to something would not consider factors that could influence their choices, such as price fairness, distance, brand, and others, although they assume that the services offered is in line with the customer's preferences and needs. Customer loyalty is a person who has willingly continued to commit to a commercial business for a long period of time (Lovelock and Wright, 2005). From this perspective, it can be perceived that loyalty is produced because of the customer's satisfaction.

Consumer satisfaction is a concern that companies should consider essential in sustaining customer loyalty and rising corporate profits. If consumers are satisfied with services arising, they are likely to continue to use and purchase rate of return (Olsen 2002). Consumer satisfaction is the behavior thoroughly shown by the Consumer to products and services after they have purchased or used them (Mowen and Minor, 2002). Research by Jin et al. , (2013) confirms that customer satisfaction has a significant influence on customer loyalty.

Value is one of the importance of consumer satisfaction (Zeithaml et al., 1996). If the consumer feels a certain market price, the value that the consumer will receive will also significantly raise (Tjiptono, 1997). The price influence of level of customer satisfaction was considered and tested (Parasuraman et al. , 1998). Value is an element of the marketing mix which directly affects customer satisfaction (Martin et al., 2007). Trade allows is one of the most important principles for consumer loyalty (Tjiptono, 1997). Matzler (2007) states that fairness is the thinking of consumers where they compare between the value offered and the service received, as well as comparisons with other service providers. (Dai *et al.*, 2010) in his research also stated that value is fairness positively affects on customer satisfaction. When the customer considers that the price provided by the service provider is fair, then the customer will be satisfied.

Customer satisfaction is achieved at a fair price by using the service. Price becomes one of the most relevant measures when purchasing a product or when the consumer uses the service. (Xia et al. 2004) claimed in its research that the evaluation of purchase intention is more likely to be focused on a comparison of transactions between different parties, such that perceived value often affects consumer loyalty. When there is a difference in quality, the consumer will assume that the fairness of the value depends on what the customer receives. In his research, (Jin et al, 2016) also confirmed that customer value had a significant impact on customer loyalty.

Today, customers are currently dealing with a broad range of goods and services to suit their interests. Many of these decisions, whether customers or visitors, will select trips that can provide the impression and equality of the value those who want, so that customers will feel satisfied. The compilation and management of advertisements is therefore an important part of the marketing management role in the waterpark industry. Waterpark Object is the overall perception of customers, in particular the emotional reaction of those influenced by the experience and variety of knowledge from the waterpark (Lai et al., 2009). Jin *et al.*, (2016) in his research stated that waterpark image *has* a significant effect on customer satisfaction.

In addition to its association with customer satisfaction, the branding of the waterpark is often related to customer loyalty. The design of the water park gameplay that describes the water park varies in terms of size and design in order to remain competitive. In fact, modern

and creative features techniques have long been part of the marketing of water parks (Trowbridge, 1999). Building and sustaining a good perception is critical because consumers are always willing to spend relatively high costs when what customers get is what they want (Bigne et al., 2005). Jin et al.'s study (2016) claims that waterpark representations are significantly related to consumer loyalty. Customer satisfaction and quality can be described by an estimation of the level of comfort or loyalty attained by the customer. The satisfaction of the example provided is the factors deciding success in developing customer loyalty services. So a good description of the waterpark would establish the loyalty of customers. Loyalty is also involved in waterpark advertising services not only in the field of manufacturing services but waterpark offers a range of water games that many people enjoy to alleviate their exhaustion after completing their daily routine.

The aim of this research is to know the impact of waterpark advertisement on purchase intention, to evaluate waterpark brand support on customer satisfaction, also to analyse the effect of perceived value on customer satisfaction, to check the effect of waterpark on customer loyalty, to evaluate service quality on customer loyalty and to analyse the effect of customer satisfaction on customer loyalty. Hypothesis is the assumption of a meaning that becomes between sample size. The hypothesis also forms an explanation of a plausible phenomenon or proposition regarding influence and may occur among various phenomena (Ghozali, 2013). The hypothesis in this study is that H1: Waterpark brand has a positive effect on purchase intention, H2: Waterpark brand has a positive effect on customer satisfaction, H3: purchase intention has a positive effect on customer satisfaction, H4: *Waterpark brand* has a positive effect on customer loyalty, H5: purchase intention has a positive effect on customer loyalty, H6: customer satisfaction has a positive effect on customer loyalty.

RESEARCH METHOD

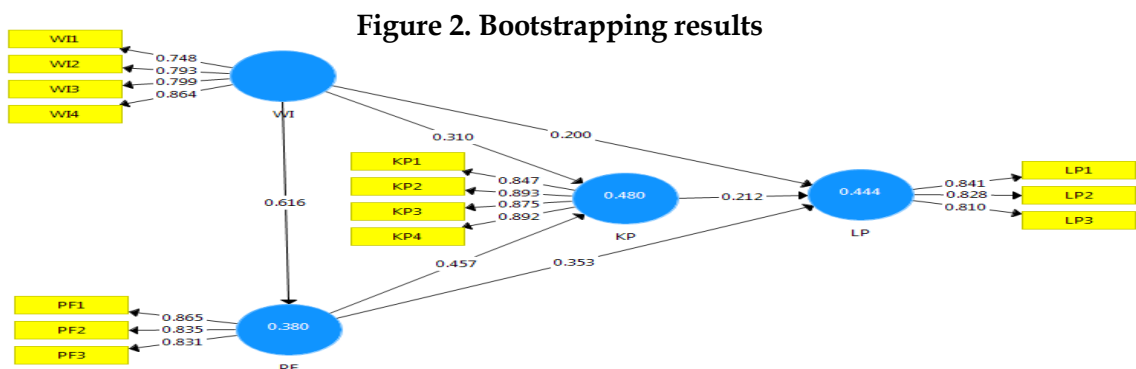
This research uses a quantitative research model wherein the collecting data technique used surveys. The aim is to test hypotheses as to the effect of waterpark brand, and purchase intention, customer satisfaction and their consequences for customer loyalty. Sugiyono (2011) understands quantitative methods as techniques for evaluating the existence of human groups, objects, situations, systems of thinking or categories of activities in the present. Research method is aimed at making systematic, objective or reliable explanations, images or drawings of data, features and relationships between a phenomena, and is examined through the estimation of statistic figures or, frequently, explanations. The variables of this research include four variables, including (1) Variabel exogenous, gene exovariables are variables that will not be determined by model factors but will be determined by factors outside the model (Hair et al., 2014) that will affect the model. The exogenous variables in this analysis are the brand of the waterpark, purchase intention and customer satisfaction. (2) Endogenous variables are research variables that can influence other variables and can also be influenced by other variables (Malhotra, 2006). The endogenous variable in this study was customer loyalty. This research also use scala Likert to measure the data. Scala likert used to study how strongly the subject agrees or disagrees with the statement on *scala five point*. A scale of 1 to 5 is stated to make it easier for respondents at the time of filling out the questionnaire. Responses to statement instruments relating to certain el concepts or variable are presented to each respondent (Sekaran, 2006).

The sampling technique used in this analysis is a non-probability sampling technique (Cooper and Schindler, 2003). The non-probability sampling technique is a sampling method with restricted population retrieval and simple sampling methods, mostly used during study or the easiest way to collect valid information more quickly (Sekaran, 2006). iAlso on support of thethese methods, researchers use purpove ssampling. Purpose sampling technique is a technique used to collect samples in certain individuals with a limited number of samples and can provide the information required by researchers who meet the defined requirements.

This research also used data analysis such as descriptive analysis. Data primer will be processed, which is the data obtained from each individual as a respondent in the study. Data processing is using SEM (Structural Equation Models) in order to know the influence between latent variables. According to Hair et al., (2010), that SEM is a multivariate technique that can combine multiple aspects of regression factoranalysis that allows researchers to simultaneously test a series of dependence relationships and in connect between measured variables (*latent-trust cons*) as well as between several latent-trust cons. Data analysis used SEM PLS (PartialLeast Square) method. Partial Least Square (PLS) analysis is a multivariant statistical technique that can perform comparisons between multiple dependent variables and multiple independent variables. The steps used in processing the data are: 1. Designing structural models, 2. Designing measurement models, 3. Construction of path diagrams. Once a path chart is formed, then the model is calculated to be evaluated by analyzing the outer model regarding validity and reliability tests. Then analyze the inner model.

CONCLUSION

The construct validity test on PLS consists of convergent validity and discrimination validity. Convergent validity includes *outer loading* (considered valid when *outer loading* >0.6 and ideally *outer loading* >0.7), *communality* (considered valid when value obtained >0,5), and *Average Variance Extracted* (considered valid when AVE >0.5). Discrimination validity is assessed based on *cross loading* measurements with its construct. *Cross loading values* can be considered valid if a value of >0.7 is obtained. Existing the PLS hypothesis testing can statistically be done using simulations. This requires *bootstrapping the* sample. According to Hair et al., (2010), the *bootstrapping method* is a data resampling based method in the hope that the sample can represent actual population data. The *bootstrapping method* also expects the processed data to be more stable so that the results of the hypothesis test are also expected to be more accurate. In this study, *bootstrapping was conducted* with a total of 136 data. *Bootstrapping results for hypothetical testing* will be described in the following.



Sources: PLS-Output2020

Total effect is obtained from bootstrapping results used to assess the significant level of *siin* hypothesis testing. Total effect is the summation of direct and indirect effect. To assess the level of significance in hypothetical testing, the path of coefficients shown by the t-statistical value between independent variables to dependent variabel should be above 1.64 on the two-way hypothesis for testing at alpha 5% and power 80% (Hair et al., 2010). The total effect after bootstrapping can be seen in the Table 1.

Tabel 1. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
KP -> LP	0,212	0,219	0,112	1,084	0,060
PF-> KP	0,457	0,460	0,098	4,670	0,000
PF -> LP	0,353	0,349	0,132	2,686	0,007
WI -> KP	0,310	0,398	0,085	3,638	0,000
WI -> LP	0,200	0,202	0,102	1,972	0,049
WI -> PF	0,616	0,623	0,055	11,243	0,000

Sumber: Hasil Penelitian, data diolah 2020

Based on the results of the calculation of the total *effect* on Tabel 1, hypothetical testing performed by comparing t-statistical values must be greater than the t-table value to prove that the hypothesis is accepted. Table 2 displays the hypothetical test results by using the *bootstrapping* method of the SmartPLS analysis results

Tabel 2. Hyphotesis Testing

Hyphotesis	t-Statistic	t-Table	(t-Statistic > t-Table) testing
H1 (WI→PF)	11,243	1,64	SUPPORTED
H2 (WI→KP)	3,638	1,64	SUPPORTED
H3 (PF→KP)	4,670	1,64	SUPPORTED
H4 (WI→LP)	1,972	1,64	SUPPORTED
H5 (PF→LP)	2,686	1,64	SUPPORTED
H6 (KP→LP)	1,084	1,64	NOT-SUPPORTED

Sources: PLS-Output 2020

Hypothesis testing

H1; Waterpark Images and Price Fairness

Based on the results of the first hypothesis test, the results of the test explainjelaskan that there is a significant influence between the waterpark image construct and the price fairness where the t-statistical value is 11,243 (t-statistical value > 1.64) and the p-valuevalue of 0.000 (p-value < 0.05). The original value of the sample showed a value of 0.616 indicating the construct of waterpark image and price fairness had a positive influence. With this can be concluded that waterpark image has a positive effect on price fairness. This suggests that the first hypothesis in this study was **accepted**. The effect of waterpark image on price fairness is positive. This supports the findings of previous research found by Naehyun and Jin (2016) that waterpark images have a positif effect on price fairness. A person's image will affect the fairness of the price for visiting the tour. Consuegra's research (2007) also states that waterpark

images have a positive effect on price fairness. When the image of a tour is considered better by the customer then the price increase will be considered reasonable by the customer.

H2; Waterpark Images and customer satisfaction

Testing the second hypothesis, showed that there was a significant influence between the waterpark image construct and customer satisfaction where the t-statistical value was 3,638 (t-statistical value > 1.64) and p-value of 0.000 (p-value < 0.05). The original value of the sample showed a value of 0.310 which showed the construct of waterpark image and customer satisfaction had a positive influence. It can be concluded that waterpark image has a positive effect on customer satisfaction. This suggests that the second hypothesis in this study was **accepted**. The influence of waterpark image and customer satisfaction is positive effect. This supports previous research by Naehyun and Jin (2013) that waterpark image and customer satisfaction are positive. Customer satisfaction is also affected by the image of the tour they use. Waterpark's Wahana Surya also needs to manage the tour so that customers are satisfied with the services and facilities provided, such as providing a free voucher to the waterpark and adding accessories for taking pictures.

H3; Price Fairness and customer satisfaction

The results of the third hypothesis test, showed there was a significant influence between the construct of price fairness and customer satisfaction where the t-statistical value was 4,670 (t-statistical value > 1.64) and p-value of 0.000 (p-value < 0.05). The original value of the sample showed a value of 0.457 which showed the construct of price fairness and customer satisfaction had a positive effect. Thus that price fairness has a positive effect on customer satisfaction. This suggests that the third hypothesis test in this study was **accepted**. The effect of price fairness on customer satisfaction is positive. This supports the findings of previous research found by Consuegra (2007) that purchase intention and customer satisfaction have a positive effect. Previous research has also suggested price fairness can affect customer satisfaction (Herman et al., 2007). Other research has also suggested that the level of fairness of a price can affect customer satisfaction, causing customers to switch to other tourism services (Noone and Mount 2008).

H4; Waterpark Images and Customer loyalty

Based on the fourth hypothesis test, the results of this test explain the significant influence between the significant effect of the waterpark image construct and customer loyalty where the t-statistical value is 1,972 (t-statistical value > 1.64) and p-value value of 0.049 (p-value < 0.05). The original value of the sample showed a value of 0.200 which showed the construct of waterpark image and customer loyalty had a positive effect. Thus it can be explained that waterpark image has a positive effect on customer satisfaction. This suggests that the fourth hypothesis test in this study was **accepted**. The impact of waterpark image on customer loyalty has a positive effect. This supports the findings of previous research found by (Naehyun et al., 2016) that waterpark image and customer loyalty have a positive effect. Previous research has also suggested that waterpark image and customer loyalty have a significant effect (Kim et al., 2004). The object in previous research stated that the quality of the customer experience significantly affects perceived value, waterpark and customer satisfaction.

H5; Price Fairness and customer loyalty

Based on the fifth hypothesis test, this test explains/jelaskan that there is a significant influence between price fairness and customer loyalty where the t-statistical value is 2,686 (t-statistical value > 1.64) and p-value of 0.007 (p-value < 0.05). The original value of the sample showed a value of 0.353 which indicates the construct of price fairness and customer loyalty has a positive influence. Thus it can be explained that price fairness has a positive effect on customer loyalty. This suggests that the fifth hypothesis test in this study was **accepted**. The effect of price fairness on customer loyalty is positive. This supports the findings of previous research found by Jin et al., (2016) and Consuegra et al., (2013) that price fairness has a positive effect on customer loyalty. Pricing is an important consideration for customers. Customers see price as a factor that should suit the facilities and quality provided.

H6; Satisfaction and customer loyalty

The last hypothesis test, the results of this test make it clear that there cannot be a significant influence between customer satisfaction and customer loyalty. This is because the t-statistical and p-value values do not meet the criteria, namely 1,084 (t-statistical value < 1.64) and 0.060 (p-value > 0.05). The original value of the sample showed a value of 0.212 which showed that customer satisfaction and customer loyalty had a positive influence. However, the results of the tests showed the t-statistical and p-value values did not meet the criteria so the sixth hypothesis in this study was **rejected**. From this rejection, the conclusion obtained is that customer satisfaction has no positive effect on customer loyalty. This is because customer satisfaction will not make customers loyal to Wahana Surya waterpark. The studies supporting these findings are Fujun Lai, Mitch Griffin & Barry J. Babin. (2009). which states that customers feel satisfied they have no direct impact on them.

DISCUSSION

The objectives of this article is to show the impact of Waterpark Image and Price Fairness on Customer Satisfaction and its Effects on Customer Satisfaction. The interpretation of data in a hypothetical test can be as follows. Waterpark image has a positive impact on price fairness, which means that the higher the tourist image of Wahana Surya waterpark, the higher the degree of price fairness. Waterpark brand has effect on customer satisfaction, which means that the higher the tourist image of Wahana Surya waterpark, the higher the customer satisfaction rating. Purchase intention has a positive impact on consumer satisfaction, which means that the higher the degree of purchase intention then the higher the level of customer satisfaction. Waterpark image has a positive impact on customer loyalty, which means that the higher the Wahana Surya waterpark image will improve customer loyalty, as customers will be loyal to use Wahana Surya waterpark services with the services and facilities offered. Customer satisfaction has no effect on customer loyalty, it shows that customer satisfaction does not affect customer loyalty. There are some limitations of this research that hope can be improved next. Researchers who want to do similar research, are advised to use objects as well as specify respondents to strengthen the research. Researchers are then expected to examine more resources and references related to customer loyalty, customer satisfaction, waterpark

image, and price fairness and be able to develop more variables that can be supported for future research.

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