ABSTRACT

Amusement parks are considered to be a potential industry in Indonesia because the growing economy and middle class population that has grown in recent years. Competition in the amusement industry is increasing in line with the popularity of this destination. One of the things that is important to consideration is how players in the theme park industry can focus on consumers so that the theme park business can be sustainable. This study aims to determine the effect of physical attributes, interactions with customers, interactions with employees, customer satisfaction and revisit intention in theme park.

The data source used in this research is primary data, the sampling technique chosen in this research is the nonprobability sampling. 128 respondents obtained used accidental sampling. This research used Structural Equation Modeling (SEM) as a statistical instrument and to test various hypotheses that have been determined.

The results showed that physical attributes have a positive effect on customer satisfaction; physical attributes have a positive effect on revisit intention; interaction with customers has a positive effect on customer satisfaction; interaction with customers has a positive effect on revisit intention; interaction with employees has a positive effect on customer satisfaction; interaction with customers has a positive effect on revisit intention; customer satisfaction has a positive effect on revisit intention.

Keywords: Physical Attributes, Interaction with Customers, Interaction with Employees, Customer Satisfaction, Revisit Intention, Theme Park, SEM