

Customer intention toward theme park : the mediating role of customer attitude on the impact of service quality quality and experiential marketing

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Abstrak

Dunia Fantasi (Dufan) located in Taman Impian Jaya Ancol is one leading recreational unit with specific characteristics as a theme park. A research was done towards with service quality and implementation of experiential direct effect, marketing applied in using path analysis. Experiential marketing was to a is to positive and significant impact on variables. The objec of this research and determine the effect implementation of experiential marketing to its impact on customer intention of Dufan. Data collection was conducted through questionnaire given to Dufan visitors. From the results of data analysis we found that service quality has not significantly influenced customer's attitude. The study revealed that the direct effect between experiential marketing and customer intention is strong As a subsequent finding, service quality has not given a significant effect on intention. However, experiential marketing was found having an indirect influence on customer intent mediated by attitude, in which the results of the study suggested that the indirect effect customer attitude has a direct positive and significant impact on customer intention variables. The direct influence of customer attitude to customer intention in Fantasy World, was "strong"