Customer Satisfaction and Loyalty at the Family-Entertainment-Center Provider in Indonesia: An Empirical Study

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Abstract

The company applies various approaches to marketing strategies to maintain customersatisfaction and loyalty. This study analyzes how service quality and price perception affect customer satisfaction in forming customer loyalty. The data used are primary data with a purposive sampling technique. The target respondents were calculated using the Slovin formula criteria; 400 Happy Kiddy Indonesia Lippo Plaza Ekaloksari Bogor customers who matched the respondent's criteria filled out a Likert-scale onlinequestionnaire. The research applied the seven hypotheses using quantitative methods. The results showed that service quality and price perception had a positive effect on customer satisfaction which indirectly had an impact on increasing customer loyalty. Indicators of service quality, such as fast, responsive, and friendly staff, and price perception indicators, such as affordable and reasonable prices with the facilities obtained, can significantly affect customer satisfaction. The satisfaction obtained by customers ultimately leads to an increased sense of loyalty. Management needs to maintain and innovate in the provision of services, such as improving maintenance and checking of game facilities and continue to pay attention to the prices offered to achieve the expected value perception to encourage increased satisfaction and loyalty.Furthermore, the Service Quality and Price Perception variables do not fully represent respondents' answers related to the pleasure felt when playing at Happy Kiddy Indonesia. Therefore, it is recommended that further research provide additional perspectives on other variables to get more accurate results, such as promotion or marketing variables, the higher value perceived, company brand image, and quality variables.

Keywords:
Service Quality, Price Perception, Customer Satisfaction, and Customer Loyalty.

1.Introduction

The current economic growth and development make competition between competitors progressively tough in the entertainment and children's industries. Currently, the number of store indoor playgrounds for children is also increasing every year. Happy Kiddy Indonesia is an indoor children's playground in Indonesia. There are many children's indoor playgrounds nowadays inside the mall. Anissa (2010) implied that a mall could accommodate the needs of a family, where parents go shopping, and children can play at the children's game center. However, the number of indoor children's playgrounds in one mall is always more than one store. Especially for the last three years, Happy Kiddy Lippo Plaza Ekalokasari is also quite volatile. In 2019 Happy Kiddy Lippo Plaza Ekalokasari increased by 47.63% of total sales in 2018. While in 2020, there was a decrease in the number of sales by 76.48%. Furthermore, in 2021, there is an increase in the resale of 65.04% from the previous year. For that, Happy Kiddy Indonesia needs to consider competing with similar

businesses. Zhong and Moon (2020) developed that companies should pay more attention to price, service quality, product quality, and physical environment to compete with competitors and produce greater profits. They state that price is the most critically influential of these four factors. Price may reflect service quality and alter customer buying behavior; service quality is also an important determinant of customer satisfaction, leading to repeat customers and increased sales. In addition, Sam M. Walton, The CEO of Walmart, in an interview, said that in a business, three key elements must be known and carried out by businesspeople, namely providing good stuff, good service, and affordable price. Service is not limited to interaction between businesspeople and customers regarding their products or services. Good service must be oriented to customer satisfaction. According to Sam Also, customers want a price that matches the quality of the product or services and gets benefits following what they have paid. Supported by the research results of Atmaja and Yulianthini (2020), customer satisfaction is significantly affected by the company's marketing, which generates customer loyalty.

According to the appropriate evidence from previous studies, a preliminary survey was conducted on 30 visitors to Happy Kiddy Indonesia's Ekalokasari Bogor to understand the relationship between service quality, price perception, customer satisfaction, and customer loyalty. The survey showed that 97% of respondents agree that the game's price is sufficiently manageable and 97% of respondents agree that the services provided are fast and affordable. However, 93% of respondents agree that spending time at Happy Kiddy is the right choice, and only 93% of respondents agree to recommend Happy Kiddy to those around them. There is a difference in the percentage of 4% less than they assume the game's price is affordable, fast, and precise service. The high rate of service quality and price

perception does not compel customers to perceive satisfaction and loyalty because customers still feel that spending time at Happy Kiddy is not good. Some customers still do not want to recommend Happy Kiddy to people around them. Furthermore, studies related to price and service quality perceptions of customer satisfaction and loyalty strongly need to be organized to improve the management in implementing marketing strategies.

1.1 Objectives

This research can evaluate the company's performance in marketing strategy and is expected to increase sales volume. Research-type industries can contribute to understanding Indonesia's children's entertainment industry, specifically as literature on business in the same field. Suppose the entertainment industry can understand customer behavior better, define more specific market segmentation, and launch a marketing strategy by matching prices, facilities, and services that customers earn. In that case, they tend to feel satisfied, and loyalty will be created.

2. Lierature Review

Atmaja and Yulianthini (2020) developed that Service Quality and Price Perception are two critical factors in marketing science that can significantly affect Customer Satisfaction and Customer Loyalty. Companies should pay more attention to price, service quality, product quality, and physical environment to compete with competitors and generate greater profits. Of these four factors, the price is the most critically influential. Prices may reflect service quality and even change customer buying behavior. Furthermore, Zhong and Moon (2020) declared that service quality

becomes an important determinant of customer satisfaction that impacts customer loyalty. They stated that a high level of service quality could lead to high customer satisfaction, but if service performance fails to match customer expectations, then dissatisfaction will occur. Research by Zhong and Moon (2020) also shows that service quality can affect customer satisfaction. In addition, Abdullah, and Tantri (2019) stated that service quality is the overall character of a good service that affects its ability to satisfy expressed and implied needs. Customer satisfaction can be defined as the overall assessment of the product or service on the experience of buying and consuming it from time to time. From the description above, the followinghypothesis can be formulated:

H1: Service Quality Affects Customer Satisfaction.

Chao Shen et al. (2021) revealed that Price Perception significantly influences customer satisfaction because the price is essential in generating customer satisfaction. Customers always evaluate the value of services at available prices. Likewise, according to Baha Samir and Maliki Eddine (2018), the price has a positive and significant relationship with customer satisfaction. The research results

by Prabantoro and Saleha (2020) also supported the results that price perceptions have a direct and significant positive effect on customer loyalty. According to Desiyanti et al. l (2018), presentees' better service quality is given that customer satisfaction will increase and vice versa. From the description above, the following hypothesis can be formulated:

H2: Price Perception Affects Customer Satisfaction.

Zhong and Moon (2022) explained that Customer Satisfaction can be defined as an overall assessment of products or services based on the experience of repeatedly buying and consuming them from time to time. According to Adiwibowo et al. (2018), consumer satisfaction is a condition for obtaining loyalty, and loyalty is easily increased with the four senses of customer satisfaction. Research conducted by Baha Samir and Maliki Eddine (2018) mentioned that a strong positive relationship and a significant difference between customer satisfaction and loyalty; is natural because when satisfied consumers, they will recommend to others and come back to use the product. In the repeat purchase process, purchase intention is strongly influenced by product satisfaction. Purchase intention is strongly influenced by product satisfaction. Khadka and Maharjan (2017) disclosed that if satisfaction increases, it will cause customer loyalty as part of the derivative of customer satisfaction. According to Ganiyu (2017), a study measuring the relationship between customer satisfaction and loyalty on some domestic airline aircraft in Nigeria stated that customer satisfaction affects brand loyalty. From this description, the following hypothesis can be formulated:

H3: Customer Satisfaction affects Customer Loyalty.

Desiyani et al. (2018) developed that Service Quality affects Customer Loyalty. Service quality can be customer loyalty increases when customers feel happy and satisfied to increase customer loyalty. According to Gong et al. (2018), customer loyalty is driven by service quality in five Asian countries, which shows that the economic value of service quality can be applied in Asia, North America, and European countries. From this description, it can be formulated the following hypothesis:

H4: Service Quality Affects Customer Loyalty.

Price Perception is the value of price fairness on services and products according to consumer price sacrifices. Price Perception will be determined after consumers use the product. Arief Budiyanto (2018) stated that when products purchased by consumers have the price following the benefits, the consumer will feel satisfied and continuously make repeat purchases. Likewise, according to Baha Samir and Maliki Eddine (2018), price influences customer loyalty because they found that price fairness positively impacts customer loyalty. From this description, it can be formulated the following hypothesis:

H5: Price Perception Affects Customer Loyalty.

The results of consumer assessments of service quality will form a pattern of consumer loyalty which can significantly affect consumer loyalty if service quality is improved. Sedjai Asma et al. (2018) implied that service quality impacts customer satisfaction, creating customer loyalty and the potential for repeat transactions by old customers because of the satisfaction and service received. According to Gonget et al. (2018), service quality positively influences customer satisfaction, which impacts customer loyalty based on customer happiness and general structural patterns in research conducted in five countries. In their study, Shah et al. (2020) also revealed that service quality impacts customer loyalty through the mediation of customer satisfaction. From this description, the following hypothesis can be formulated:

H6: Service Quality affects Customer Satisfaction, which impacts Customer Loyalty.

Yongping Zhong and Hee Cheol Moo (2020) showed that price perception strongly impacts customer satisfaction and happiness, leading to customer loyalty. Based on research conducted by Prabantoro and Saleha (2020) showed results that price perception has a direct and significant positive effect on customer loyalty, with customer satisfaction as an intervening variable. Likewise, according to Baha Samir and Maliki Eddine (2018), the price has quite an influence on satisfaction and has quite an influence on their loyalty. From this description, the following hypothesis can be formulated:

H7: Price Perception affects Customer Satisfaction which impacts Customer Loyalty.

This research focuses on Service Quality, Price Perception, Customer Satisfaction, and Customer Loyalty. Based on a theoretical review of previous research, the research model developed is as follows:

Figure 1. Proposed research model
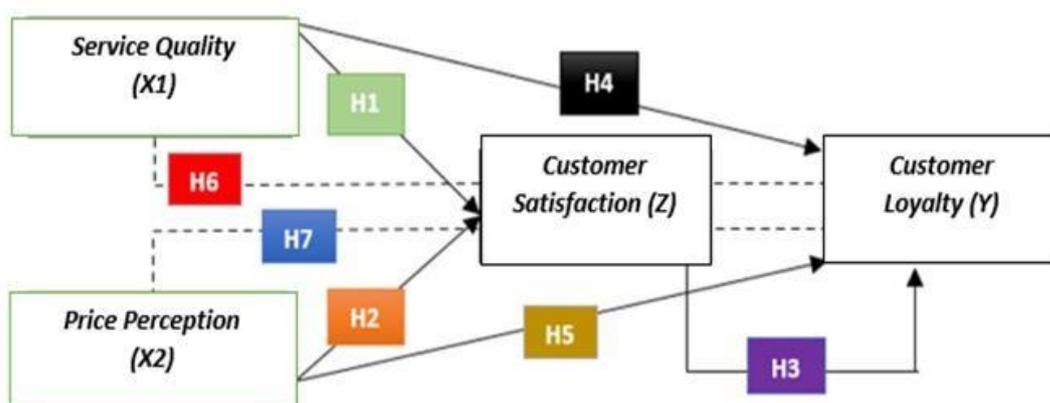
3. Methods

Data for this research was gathered by primary data collection method through questionnaires. Questionnaires were distributed to Happy Kiddy Indonesia Lippo Ekalokasari Bogor customers from May 2022 to July 2022, with the target respondent being 400, based on the Slovin formula. Respondents were selected using a purposive sampling technique with the criteria of visitors who were companions for children who had played at the Happy Kiddy Indonesia branch of Lippo Plaza Ekalokasari Bogor. Before completing the questionnaire, respondents were asked whether they had experienced during played at Happy Kiddy. The questionnaire divides into two parts, namely the characteristics of 1 respondent, including the number of children's gender, number of visits in a month, age, number of members (members) Happy Kiddy Indonesia, domicile, and type of visitors. Moreover, the questionnaires contain four indicators for the Service Quality variable, 3 for the Price Perception variable, 3 for the Customer Satisfaction variable, and 3 for Customer Loyalty. The data collection process uses the PLS-SEM analysis technique using SmartPLS version 3.3.9. PLS-SEM was chosen for data analysis because its flexible system lets us know exogenous variables' direct and indirect effects on endogenous variables. The measurement items contained 13 questions, as presented in Table 1. All items intended to measure the variable in this study were derived from the previous research by Zhong and Moon (2020) focusing on satisfaction and customer loyalty impacted by service quality, perceived price, and the physical environment adapted into this study to measure the constructs. A five-point Likert scale ranging from "strongly disagree" to "strongly agree" was used to measure the items.

Table 1: Measurement items

Constructs	Measurement Item
Service Quality (SQ)	The staff is friendly (SQ1).
	Service quality by the staff is helpful (SQ2).
	Staff in fast response in providing service (SQ3).
	I am feeling comfortable during played at Happy Kiddy (SQ4).
Price Perception (PP)	I thought the ticket price matched with the customer's facilities (PP1).
	The ticket price is accessible for children and adults (PP2).
	The ticket price is affordable (PP3).
Customer Satisfaction (CS)	I am satisfied with the experience obtained from Happy Kiddy (CS1).
	Spending leisure time at Happy Kiddy is the right decision (CS2).

	The facilities matched my expectation (CS3).
Customer Loyalty (CL)	Possibilities to return and play again at Happy Kiddy (CL1).
	Spending time at Happy Kiddy with family enables me to release stress (CL2).
	I will strongly recommend people around to visit Happy Kiddy (CL3).

4. Data Collection

Data from this study define t following criteria: children with a range of categories
from gender, revisited time, ages, members of Happy Kiddy, city of domicile, and
type of visit. A total of 400 respondents participated in this study. Table 2 gives the
profile information of the respondents.

Table 1: Respondent profiles

Characteristics	Frequency	Percentage
Gender · Male · Female	183 217	45,75 % 54,25 %
Total of visits in a month · Less than once a month · Once – Twice a month · Three – Four times a month · > 4 times	101 217 68 14	25,25 % 54,25 % 17 % 3,5 %
Age · 1-3 · 4-6 · > 6	185 192 23	46,25 % 48 % 5,75 %
Membership of Happy Kiddy Indonesia: · Yes · No	270 130	67,5 % 32,5 %

Domiciles		
· District of Bogor	101	25,25 %
· Greater Bogor	237	59,25 %
· Jakarta	28	7 %
· Tangerang	15	3,75 %
· Depok	13	3,25 %
· Bekasi	1	0,25 %
· Sukabumi	4	1 %
· Purwokerto	1	0,25 %
Type of visitors	61	15,25 %
· First time	339	84,75 %
· Have previously visited		

Based on the table above, 84.75% of respondents have previously visited, and 15.25% are visitors are their first-time visit. 54.25% of respondents visited 1-2 times a month, the remaining 25% visited less than once a month, 17% visited 3-14 times a month, and 3.5% visited more than four times a month. 54.25% of visitors are female, and the

remaining 45% are men, with a domicile of 59.25% from the Bogor area, 7% from Jakarta, 3.75% from Tangerang, 3.25% from Depok, 1% from Sukabumi, 0.25% from Bekasi and Purwokerto respectively. Of the 400 people, as many as 270 people, or 67.5% of visitors, are permanent members, while the remaining 130 people, or 32.5% of respondents, are non-member visitors. As many as 48% of the total respondents are children aged 4-6 years, the remaining 46.25% are 1-3 years old,and 5.75% are more than six years old.

5. Results and Discussion

5.1 Outer Model Analysis

The cut-off for numerical results was set by the Path coefficient result, Outer Model analysis, and Fornell-Lacker criterion analysis. Figure 2 gives the Path coefficient graph. Table 3 shows the information regarding the Outer Model graph and result, Table 4 provides the detail of the Fornell-Lacker criterion analysis, Table 5 presents the F-Square analysis, and Table 6 depicts the Path-coefficient explanation.
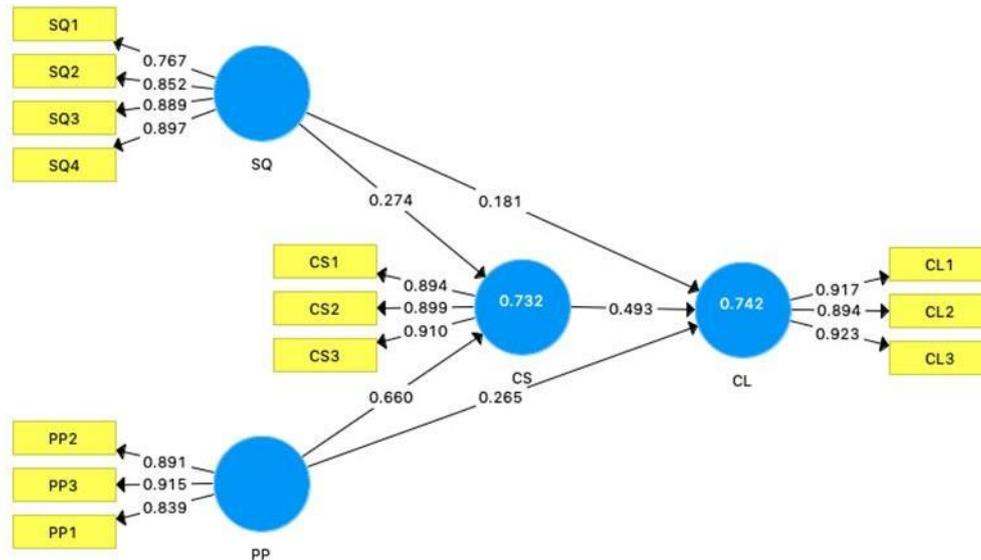
Figure 2: Path coefficient graph

Table 3: Outer Model result

Variable	Indikator	Convergent Validity	
		Outer Loading/ Loading Factor	**AVE**
Rule of thumb		**> 0,7**	**> 0,5**
Service Quality (X1)	SQ1	0.767	0.727
	SQ2	0.852	
	SQ3	0.889	
	SQ4	0.897	
Price Perception (X2)	PP1	0.839	0.778
	PP2	0.891	
	PP3	0.915	
Customer Satisfaction (Z)	CS1	0.894	0.812
	CS2	0.899	
	CS3	0.910	
Customer Loyalty (Y)	CL1	0.917	0.830
	CL2	0.894	
	CL3	0.923	

Convergent Validity testing is done by measuring the value of the outer loading or loading factors. In Table 3 above, it is known that the overall value of the outer loading is above 0.7 for each variable. The AVE value is above 0.5, which meanseach variable has a level of consistency with the latent variable that has been tested and shows convergent validity that is good and feasible or valid for use in researchand can be used for further analysis. Testing the validity of Discriminant Validity measures the value of higher indicators from each construct compared to indicators in other constructs. Measurement of Discriminant Validity can be seen in Table 2, which is calculated using Fornell-Lacker criteria. The results in Table 2 show that the root value of the AVE for each variable is greater than the correlation of other variables. It can be inferred that the term's discriminant validity has been met.

Table 4: Fornell-lacker criterion analysis

	CL	CS	PP	SQ
CL	0.911			
CS	0.835	0.901		
PP	0.784	0.828	0.882	
SQ	0.677	0.678	0.612	0.853

Furthermore, reliability testing can be seen in Table 4; measurements are carried out through Composite Reliability and Cronbach's Alpha. And each variable shows a value of Composite Reliability and Cronbach's Alpha of more than 0.7. It means each variable has met the requirements of Composite Reliability, and Cronbach's Alpha hasa reliability value that has met the requirements.

Table 5: F-Square analysis

Line	F-Square	Effect Size
CS -> CL	0.252	Sufficient
PP -> CL	0.085	Weak
SQ -> CL	0.068	Weak
PP -> CS	1.017	Strong
SQ -> CS	0.175	Sufficient

The f-square value is used to determine the effect of the predictor variable on thedependent variable. Effect size f^2

• The f^2 value of 0.02 is categorized as a *weak* influence of latent predictor variables(exogenous latent variables) at the structural level,

• The f^2 value of 0.15 is categorized as a *sufficient* influence of latent predictorvariables (exogenous latent variables) at the structural level,

• The f^2 value of 0.35 is categorized as a *strong* influence of latent predictor variables(exogenous latent variables) at the structural level.

Path coefficients have a practical value in showing the direction of the relationship to variables, whether a hypothesis has a positive or negative approach. Path coefficients have values that are in the range of -1 to 1. If the value is 0 to 1, it can be declared positive, whereas if it is in the field of -1 to 0, it can be declared hostile. The information will be given in Table 7.

Table 6: Path coefficient

	Customer Loyalty	*Customer Satisfaction*
Customer Satisfaction	0.493	
Price Perception	0.265	0.660
Service Quality	0.181	0.274

Based on the data seen in Table 7 above, it can be concluded as follows:

1. The path coefficient value of the Customer Satisfaction variable to Customer Loyalty of 0.493 indicates a positive number, which means that increasing Customer Satisfaction will impact Customer loyalty.

2. The path coefficient value of the Price Perception variable to Customer Loyalty of 0.265 indicates a positive number which means that increasing Price Perception will impact the increase in Customer Loyalty.

3. The path coefficient value of the Price Perception variable to Customer Satisfaction of 0.660 shows a positive number, which means that increasing Price Perception will impact customer satisfaction.

4. The path coefficient value of the Service Quality variable to Customer Loyalty of 0.181 indicates a positive number, which means that increasing Service Quality will impact customer loyalty.

5. The path coefficient value of the Service Quality variable to Customer Satisfaction of 0.274 indicates a positive number, which means that increasing Service Quality will impact customer satisfaction.

It shows that the greater the value of the path coefficient or direct effect, the stronger the influence between these variables. In other words, if the value is close to 1, it shows the more significant strength of the impact between variables.

5.4 Hypothesis

In testing this research's hyphesis, the bootstrap resampling method is used to determine the effect of exogenous constructs on endogenous constructs and the effect

of endogenous constructs on endogenous constructs. Hypothesis testing is carried out based on the results of the Inner Model testing, which includes R-Square output, parameter coefficients, and t-statistics to determine whether a hypothesis can be accepted or rejected by looking at the values between constructs, t-statistics, and p- values. The hypothesis testing of this research was carried out with the help of SmartPLS 3.0 software. The rule used in this study is t-statistic > 1.96 with a p-value of <0.05 and a positive path coefficient. The bootstrap resampling results can be seen in the following table 8.

Table 7: Hypothesis

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV	P Values
SQ -> CS	0.274	0.276	0.038	7.300	0.000
PP -> CS	0.660	0.658	0.035	18.692	0.000
CS -> CL	0.493	0.494	0.060	8.159	0.000
SQ -> CL	0.181	0.182	0.037	4.858	0.000
PP -> CL	0.265	0.262	0.053	4.999	0.000
SQ -> CS -> CL	0.135	0.137	0.027	5.013	0.000
PP -> CS -> CL	0.325	0.325	0.043	7.474	0.000

Test the hypothesis depicts that the seven theories have a T-statistic value > 1.96 and a p-value of <0.05. Hence, the overall idea is accepted, meaning that there is a significant effect between 1 variable on other variables.

5.5 Implication

Based on the results, the following results were found to answer the questions of this study:

1. Visitors of Happy Kiddy's Lippo Plaza Ekalokasari Bogor perceived that the Price Perception variable recorded by visitors in the game arena was good overall. Customers are satisfied because the price offered is quite economical and all facilities can be accessed by all ages, where there are many choices of games ranging from ball bathing, flying fox and slides that can be accessed only by Rp. 25,000

2. Visitors mentioned the perception that the Service Quality in the arena was good overall. Visitors feel satisfied because their emotional needs are positively met. Happy Kiddy Lippo Plaza Ekalokasari Bogor is committed to providing excellent service in a friendly and helpful manner, providing information to visitors. Visitors can relax and comfortably enjoy their leisure time without restrictions.

3. Customers perceived that the Customer Satisfaction variable was good overall. Hence, visitors feel the experience obtained is satisfying. The final decision is based on a combination of services, ample enough space, affordable availability, and a food

table which makes it easier for visitors to go and purchase things if they feel tired after exercising and want to relax by eating and drinking in the rest time.

4. Customers declared that the Customer Loyalty variable contained in the game vehicle was good overall. Visitors feel that Happy Kiddy Lippo Plaza Ekalokasari Bogor can refresh their minds and moods. In addition, visitors also felt that playing there was able to create fun for children, which was shown in the "Professional Booth," where there were 3 booths, namely the Fire Department, Hospital, and School, complete with equipment, respectively. This makes children passionate about the field and feels comfortable spending much of their time there all day long. Moreover, parents also feel happy when they see their children playing and communicating with each other, which is an excellent effort to practice social interaction skills with their surroundings from an early age. Parents also feel comfortable with the location of Happy Kiddy, which is inside the mall; they can do their daily shopping activities while entrusting their children to play at Happy Kiddy.

6. Conclusion

Based on the research conducted, it is proven that Service Quality and Price Perception strongly influence Customer Satisfaction and Customer Loyalty. The quality of service is provided mainly through the friendliness of the staff in serving consumers and relatively affordable prices with various services. The available facilities can satisfy customers who possibly want to make a return visit in the future. The management of Happy Kiddy Lippo Plaza Ekalokasari needs to maintain and innovate in the provision of services such as improving maintenance and checking of game facilities at some of our favorite rides to increase Customer Satisfaction, as well as create a member get member program, where when a member invites others to register as a member and play in Happy Kiddy, the company will give a reward in the form of a certain number of points which can be obtained every time the customer visit to increase Customer Loyalty. Growing satisfaction through available game facilities, affordable price strategies, and unlimited play access will increase interest and attract visitors to play at happy kiddy. Still, we found that in some facilities, the game does not run according to customer expectations. For instance, the Flying Fox, several times, cannot be accessed, and the Ball Bath area, where some of the ball colors have started to fade and not meet the standard, causes some of them not to feel so comfortable playing at Happy Kiddy. Thus, we suggest that a significant price difference can be adjusted to the maintenance costs of each game to get more optimal and efficient customer satisfaction. Furthermore, the Service Quality and Price Perception variables do not fully represent respondents' answers related to the pleasure felt when playing at the Happy Kiddy Indonesia Lippo Plaza Ekalokasari Bogor branch. Therefore, it is recommended that further research provide additional perspectives on other variables to get more accurate results, such as promotion or marketing variables, the higher value perceived, company brand image, and quality variables.

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