

INFLUENCE OF EMOTION, ENJOYMENT, PRICE, AND BRAND IMAGE ON VISIT INTENTION THROUGH CUSTOMER SATISFACTION AND ATTITUDE AMONG VISITORS OF AMAZON IN SAMARINDA CITY

M. Kiswanto¹, Zuhriah², Sarwo Eddy Wibowo³, Shofiaturrizkiyah⁴
¹²³⁴ Politeknik Negeri Samarinda, Indonesia

Received : 17 November 2024 Published : 28 January 2025 DOI : 10.54443/ijerlas.v5i1.2259
 Accepted: 08 December 2024

Abstract:

This study aims to analyze and prove the Influence of Emotion, Enjoyment and Price and Brand Image on Visit Intention through Customer Satisfaction and Attitude on Amazone visitors in Samarinda City. This study used a questionnaire with a sample of 155 Amazone visitors in Samarinda City. This study uses a quantitative approach using path analysis processed with IBM SPSS Statistic 23 software and Structural Equation Modeling (SEM) with a sampling technique of accidental random sampling. The measurement scale used in this study uses a Likert scale with a score of 1 to 5. In this study, the researcher conducted an instrument test, namely a validity test and a reliability test as well as a classical assumption test such as a normality test and a multicollinearity test which were then carried out an estimation test and a structural model fit test. Based on the structural model used in this study, it can be proven that there is no significant effect of Emotion on Customer Satisfaction, Enjoyment, Price and Brand Image have a significant effect on Customer Satisfaction. Emotion, Price and Customer Satisfaction have a significant effect on Attitude while Enjoyment and Brand Image do not have a significant effect on Attitude. Emotion and Attitude have a significant effect on Visit Intention, while Enjoyment, Price, Brand Image and Customer Satisfaction do not have a significant effect on Visit Intention.

Keywords: Emotion, Enjoyment, Price, Brand Image, Customer Satisfaction, Attitude, Visit Intention, Amazone, Samarinda.

1. INTRODUCTION

The current era of technological development has made technological developments increasingly advanced, so that people must be sensitive and directly connected to the latest technological equipment that is all new referring to the trend that is developing in a country. Because in today's era that relies on technology, it provides many conveniences in carrying out daily activities, not only the negative impacts that are obtained from technology. However, there are many positive things that can be obtained from technology that is currently and continues to develop. This is what makes it always dependent and will never be separated from the existence of technological equipment. As with vehicles, communication devices, household appliances, a game that relies on technology and others. Arcade games in Indonesia are currently growing so that they become a modern arcade game. So that many companies in the field of playgrounds in Indonesia provide arcade games (Video Games). An example of a family playground that provides arcade games in Indonesia is Amazone. Amazone is one of the playgrounds that has been around since 2001, which was founded by Soegiandi. Amazone is a playground that has the largest area with a variety of complete game variations in Indonesia. Various games in Amazone include Family Rides, Racing Games, Sport Games, Music Games, Shooting Games, and Mind Games. Researchers

Influence of Emotion, Enjoyment, Price, and Brand Image on Visit Intention through Customer Satisfaction and Attitude among visitors of Amazone in Samarinda City

M. Kiswanto¹, Zuhriah², Sarwo Eddy Wibowo³, Shofiaturrizkiyah⁴

conducted a study to see research that supports significant or insignificant results. In addition, to find out what factors make consumers willing to visit and play at Amazone. With the background that has been explained above, it is concluded that the title of this study is "Analysis of the Influence of Emotion, Enjoyment and Price and Brand Image on Visit Intention through Customer Satisfaction and Attitude of Amazone Visitors in Samarinda City".

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1.1. Online Marketing Theory

According to (Kienan, 2001) says that e-marketing is doing online business, the most obvious form of which is selling products to consumers online. Simply put, it is creating, managing, and expanding commercial relationships online. The word e in e-marketing means electronic, which means that the marketing activities in question are carried out electronically via the internet or cyber network. (Kotler & Keller, 2012) Online marketing is an effort to market products and services and build customer relationships over the internet, which can be interpreted as efforts to market products and services and build relationships with customers through the internet media. (Kotler & Armstrong, 2018) e-marketing is a company's effort to market products and services and build relationships with customers through the internet.

2.1.2. Marketing Services

Umar (2011) States that marketing services are marketing that is called intangible and immaterial which is done to consumers when dealing with producers Lupiyoadi & Hamdani (2006) In every marketing action of services offered by one party to another party that is intangible and does not cause a transfer of ownership. Differently according to Hurriyanti (2005) States that service marketing is a process of perceiving, understanding, stimulating and fulfilling the needs of a specifically selected target market by channeling an organization's resources to meet those needs.

2.1.3. Marketing strategy

Marketing strategy is a way for a company to market a product or service, by introducing a trademark as widely as possible with the aim of achieving a target of visitors and sales of a company. Tjiptono (2007) stated that marketing strategy is a plan to be carried out by a marketing manager. This action plan is based on an analysis of the situation and goals of the company and is a way to achieve goals. According to Ali H (2013) a good marketing strategy must be built on a strong understanding of the business, combined with an understanding of the needs and desires of visitors, competitors and skills, and core business including suppliers and distributors. According to Chandra (2002), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in a particular target market.

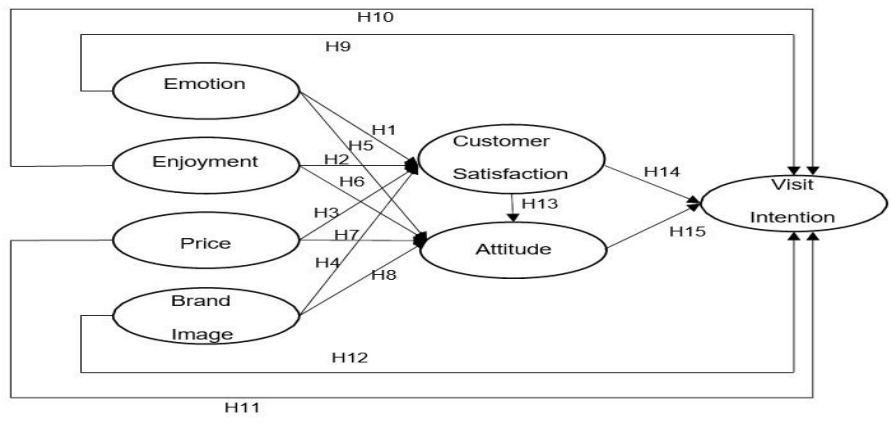


Figure 1. Conceptual Framework Model

Based on the image above, the hypothesis that supports this research model is assumed to be:

- Hypothesis 1: Emotion has a significant effect on customer satisfaction
- Hypothesis 2: Enjoyment has a significant effect on customer satisfaction
- Hypothesis 3: Price has a significant effect on customer satisfaction
- Hypothesis 4: Brand Image has a significant effect on Customer satisfaction
- Hypothesis 5: Emotion has a significant effect on Attitude
- Hypothesis 6: Enjoyment has a significant effect on Attitude
- Hypothesis 7: Price has a significant effect on Attitude
- Hypothesis 8: Brand Image has a significant effect on Attitude
- Hypothesis 9: Emotion has a significant effect on Visit Intention
- Hypothesis 10: Enjoyment has a significant effect on Visit Intention
- Hypothesis 11: Price has a significant effect on Visit Intention
- Hypothesis 12: Brand Image has a significant effect on Visit Intention
- Hypothesis 13: Customer satisfaction has a significant effect on Attitude
- Hypothesis 14: Customer satisfaction has a significant effect on Visit Intention
- Hypothesis 15: Attitude has a significant effect on Visit Intention

3. RESEARCH METHOD

The data collection technique used in this study was to distribute a list of questions in the form of statements, or written questionnaires with closed answers. The scale used in compiling the questionnaire was the Likert Scale. Sugiyono (2010:132). In this study, the population is all visitors to Amazone, who have visited, are visiting, or are interested in visiting Amazone and are in Samarinda City. Hair et al., (1995:637) suggested that the appropriate sample size for the SEM analysis tool is between 100-200 respondents with the intention that it can be used in estimating interpretations with SEM. In addition, the determination of the maximum number of samples for SEM according to Hair et al. (2006) depends on the number of research variables multiplied by 15 to 20. This study used 7 variables consisting of 4 exogenous variables, 2 intervening variables, and 1 exogenous variable with 31 indicators. Number of samples = 31 x 5 = 155 respondents. The study entitled Analysis of the influence of Emotion, Enjoyment and Price and Brand Image on Visit Intention through Customer Satisfaction and Attitude on Amazone visitors in Samarinda city. There are three types of variables used in this study, namely exogenous variables where the exogenous variables consist of Emotion as X1, Enjoyment as X2, Price as X3 and

Influence of Emotion, Enjoyment, Price, and Brand Image on Visit Intention through Customer Satisfaction and Attitude among visitors of Amazone in Samarinda City

M. Kiswanto¹, Zuhriah², Sarwo Eddy Wibowo³, Shofiaturrizkiyah⁴

Brand Image as X4. Next is the intervening variable or can be called a variable that serves as an intermediary between variables between exogenous variables and endogenous variables where the intervening variable will be influenced or directed by the exogenous variable and influence or directed the endogenous variable. Where in this study the intervening variable consists of two variables, namely Customer Satisfaction (Visitor satisfaction) as Y1 and Attitude (Attitude) as Y2.

4. DATA ANALYSIS AND DISCUSSION

4.1. Pilot Test

Table 1 Validity Test and Reliability Test

| Variables | Indicator | Code | Correlation Coefficient | Caption | Reliability |
|-----------------------------|---|------|-------------------------|---------|---------------------|
| <i>Emotion</i> (X1) | 1. Happy | X1.1 | 0.762 | Valid | 0.825 (Reliable) |
| | 2. Satisfied | X1.2 | 0.817 | Valid | |
| | 3. Excited | X1.3 | 0.854 | Valid | |
| | 4. Aroused | X1.4 | 0.803 | Valid | |
| | 5. Dominant | X1.5 | 0.695 | Valid | |
| | 6. Controlling | X1.6 | 0.499 | Valid | |
| <i>Enjoyment</i> (X2) | 1. Fun | X2.1 | 0.818 | Valid | 0.891 (Reliable) |
| | 2. Feel good | X2.2 | 0.831 | Valid | |
| | 3. Exciting | X2.3 | 0.868 | Valid | |
| | 4. Enjoyable | X2.4 | 0.853 | Valid | |
| | 5. Interesting | X2.5 | 0.800 | Valid | |
| <i>Price</i> (X3) | 1. Affordability | X3.1 | 0.870 | Valid | 0.853 (Reliable) |
| | 2. Price competitiveness | X3.2 | 0.902 | Valid | |
| | 3. Price matches quality | X3.3 | 0.867 | Valid | |
| <i>Brand Image</i> (X4) | 1. Recognition | X4.1 | 0.841 | Valid | 0.846 (Reliable) |
| | 2. Reputation | X4.2 | 0.895 | Valid | |
| | 3. Affinity | X4.3 | 0.784 | Valid | |
| | 4. Domain | X4.4 | 0.800 | Valid | |
| <i>Satisfaction</i> (Y1) | 1. Conformity of service to expectations | Y1.1 | 0.919 | Valid | 0.901 (Reliable) |
| | 2. Compliance of services with the rates paid | Y1.2 | 0.907 | Valid | |
| | 3. Visitor satisfaction with the services offered | Y1.3 | 0.916 | Valid | |
| <i>Attitude</i> (Y2) | 1. Excited | Y2.1 | 0.758 | Valid | 0.887 (Reliable) |
| | 2. Important | Y2.2 | 0.809 | Valid | |
| | 3. Good idea | Y2.3 | 0.758 | Valid | |
| | 4. Precious | Y2.4 | 0.857 | Valid | |
| | 5. Good | Y2.5 | 0.806 | Valid | |
| | 6. Fascinating | Y2.6 | 0.842 | Valid | |

| | | | | | |
|-------------------------|--------------------------------------|------|-------|-------|---------------------|
| Visit Intention (Y3) | 1. Interested in finding information | Y3.1 | 0.762 | Valid | 0.813 (Reliable) |
| | 2. Want to know | Y3.2 | 0.875 | Valid | |
| | 3. Trying to visit | Y3.3 | 0.799 | Valid | |
| | 4. Want to visit | Y4.2 | 0.779 | Valid | |

Source: Created by researcher, 2024

4.2. Descriptive Analysis

Table 2. Respondent Description

| No. | Gender | Frequency | Percentage |
|-----|----------------------------|-----------|------------|
| 1 | Male | 45 | 29% |
| 2 | Female | 110 | 71% |
| No. | Age | Frequency | Percentage |
| 1 | 17-20 years | 21 | 13.5% |
| 2 | 21 -25 years | 105 | 67.7% |
| 3 | 26-30 years | 13 | 8.4% |
| 4 | 31-40 years | 14 | 9.0% |
| No. | Last Education | Frequency | Percentage |
| 1 | Elementary/MI, equivalent | 1 | 0.6% |
| 2 | Junior High School | 2 | 1.3% |
| 3 | Senior High School | 101 | 65.2% |
| 4 | Diploma (D1, D2, D3) | 16 | 10.3% |
| 5 | Bachelor | 35 | 22.6% |
| No. | Work | Frequency | Percentage |
| 1 | Student | 96 | 61.9% |
| 2 | Entrepreneur | 11 | 7.1% |
| 3 | Soldier / Police | 1 | 0.6% |
| 4 | Government Employee | 3 | 1.9% |
| 5 | Housewife | 18 | 11.6% |
| 6 | Others | 26 | 16.9% |
| No. | Income | Frequency | Percentage |
| 1 | < Rp1,000,000 | 70 | 45.2% |
| 2 | Rp1,000,000 – Rp5,000,000 | 67 | 43.2% |
| 3 | Rp6,000,000 – Rp10,000,000 | 12 | 7.7% |
| 4 | ≥ Rp10,000,000 | 6 | 3.9% |
| No. | Visiting Frequency | Frequency | Percentage |
| 1 | 1 time | 20 | 12.9% |
| 2 | 2 times | 19 | 12.3% |
| 3 | 3 times | 116 | 74.8% |

Source: Created by researcher, 2024

Influence of Emotion, Enjoyment, Price, and Brand Image on Visit Intention through Customer Satisfaction and Attitude among visitors of Amazone in Samarinda City

M. Kiswanto¹, Zuhriah², Sarwo Eddy Wibowo³, Shofiaturrizkiyah⁴

Based on the available data, the majority of respondents were women (71%) compared to men (29%). In terms of age, the majority of respondents were in the 21-25 year age range (67.7%), followed by the age group under 20 years (13.5%). The highest level of education was high school or equivalent (61.9%). The majority of respondents had a monthly income of less than IDR 1,000,000 (45.2%). The highest frequency of visits was three times or more (74.8%), indicating that most respondents were relatively frequent visitors.

4.3. Hypothesis Testing Results

Hypothesis testing is conducted to answer whether the temporary assumptions made in this study as previously written can be proven or not. Therefore, with the large amount of data that has been collected, statistical tests are then carried out with the help of statistical software. A hypothesis can be stated to have a significant effect if the critical ratio (CR) value is above 1.96 or the probability (p) is below 0.5. The results of the hypothesis testing can be briefly seen in Table 4. as follows

Table 3. Hypothesis Testing Results

| Influence of Variables | Standardized Path Coefficient | CR (Critical Ratio) | Probability | Information |
|-------------------------------|--------------------------------------|----------------------------|--------------------|--------------------|
| Em → CS | -0.028 | -0.141 | 0.888 | Not Significant |
| En → CS | 0.370 | 1,981 | 0.048 | Significant |
| P → CS | 0.284 | 2,646 | 0.008 | Significant |
| Bi → CS | 0.287 | 1,977 | 0.048 | Significant |
| Em → Att | 0.531 | 2,031 | 0.042 | Significant |
| En → Att | -0.438 | -1,735 | 0.083 | Not Significant |
| P → Att | 0.310 | 2,278 | 0.023 | Significant |
| Bi → Att | -0.222 | -1,500 | 0.134 | Not Significant |
| Em → Vi | 0.592 | 2,166 | 0.030 | Significant |
| En → Vi | -0.365 | -1,425 | 0.154 | Not Significant |
| P → Vi | -0.155 | -1,231 | 0.218 | Not Significant |
| Bi → Vi | 0.039 | -0.281 | 0.778 | Not Significant |
| CS → Att | 0.656 | 4,497 | *** | Significant |
| CS → Vi | 0.203 | 1,188 | 0.235 | Not Significant |
| Att → Vi | 0.626 | 4,096 | *** | Significant |

Source: Created by researcher, 2024

After conducting data analysis and hypothesis testing using SEM analysis tools with the help of AMOS software version 23. From table 6.5 it states that from 15 hypotheses raised previously the results shown are 8 accepted hypotheses namely Enjoyment, Price, and Brand Image towards Customer Satisfaction, Emotion, Price and Customer Satisfaction towards Attitude, Emotion and Attitude towards Visit Intention. There are 7 hypotheses that are not accepted in this study, namely the relationship between Emotion towards Customer Satisfaction, Enjoyment and Brand Image towards Attitude, Enjoyment, Price, Brand Image, and Customer Satisfaction towards Visit Intention.



5. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

This study shows various factors that influence Customer Satisfaction, Attitude, and Visit Intention of Amazone visitors in Samarinda City. Emotion has an insignificant negative effect on customer satisfaction, while Enjoyment, Price, and Brand Image have a significant positive effect on increasing satisfaction. In terms of Attitude, positive emotions from the gaming experience have a significant impact, while comfort (Enjoyment) and brand image have not significantly influenced visitors' attitudes. The Price factor, which is competitive, is the only one that has a significant positive impact on visitors' attitudes. Furthermore, for Visit Intention, positive emotional experiences encourage visitors' intentions to return, but comfort, price, and brand image do not show a significant effect. In addition, there is a positive relationship between customer satisfaction and attitude, and a positive attitude can increase visitors' intentions to return.

As a recommendation, Amazone needs to maintain the consistency of service quality by improving staff friendliness and being proactive in helping visitors. The cleanliness and condition of the facilities must also be continuously considered to create a positive experience. In addition, creative promotions, such as interesting videos about the excitement of the rides, can help strengthen Amazone's image and appeal. However, this study has limitations, such as the coverage area that only involves Samarinda City, a cross-sectional approach that can produce bias, and limited access to company data. For further research, it is recommended to expand the study location and use an approach to understand the dynamics of visitor experience and satisfaction in more depth.

REFERENCES

- Ali, H. (2013). *Marketing dan Kasus-kasus pilihan*. Yogyakarta: CAPS (Center For Academic Publishing Services)
- Chandra, G. (2002). *Strategi dan Program Pemasaran*. Yogyakarta: Andi Offset.
- Hair, J. F. (2010). *Multivariate Data Analysis, Seventh Edition*. New Jersey: Pearson Prentice Hall.
- Hair, J. F., Anderson, R. E., Tatham, & Black, W. C. (1995). *Multivariate Data Analysis with Reading (Vol. 637)*. New Jersey: Prentice Hall.
- Hurriyanti, R. (2005). *Bauran dan Loyalitas*. Bandung: CV Alfabeta.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran, Jilid 1, Edisi 13*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15 Edition*. Harlow: Pearson Education.
- Kotler, P., Keller, & Kevin, L. (2016). *Marketing Management, Global Edition*. England: Pearson
- Kotler, Philip; Armstrong, Gary. (2008). *Prinsip-prinsip Pemasaran. Jilid Satu*. Jakarta: Erlangga.
- Lupiyoadi, R., & Hamdani, A. (2006). *Manajemen Pemasaran Jasa*.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&B*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan E & D*. Bandung: CV. Alfabeta.
- Tjiptono, F. (2007). *Strategi Pemasaran*. Yogyakarta: Andi offset.
- Umar, H. (2011). *Metode Penelitian, Edisi Kedua, Cetakan Kesebelas*. Jakarta: PT. Rajagrafindo
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. e Fifth Information Systems International Conference, 852-858. doi:10.1016/j.procs.2019.11.192
- Alifia, H. R., & Hartono, A. (2022). Effect of Product Quality, Service Quality, Price, Familiarity, Reputation, and Application Quality on Shopee Users' Purchase Intention. *Jurnal Sosial dan Teknolgi (SOSTECH)*, 6, 567-573.

Influence of Emotion, Enjoyment, Price, and Brand Image on Visit Intention through Customer Satisfaction and Attitude among visitors of Amazone in Samarinda City

M. Kiswanto¹, Zuhriah², Sarwo Eddy Wibowo³, Shofiaturrizkiyah⁴

- Cynthiadewi, P. R., & Hatammimi, J. (2014). The Influence of Electronic Word of Mouth Toward Brand Image and Purchase Intention of 13th Shoes. *International Conference on Economics, Education and Humanities (ICEEH'14)*, 66-70. doi:<http://dx.doi.org/10.15242/ICEHM.ED1214001>
- Diyah, T., & Ninuk, M. (2015). The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya – Indonesia. *Mediterranean Journal of Social Sciences*, 6(5). doi:10.5901/mjss.2015.v6n5s5p64
- Febrian, A., & Fadly, M. (2020). The Impact of Customer Satisfaction with EWOM and Brand Equity on E-Commerce Purchase Intention in Indonesia Moderated by Culture. *Binus Business Review*, 12, 41-51. doi:10.21512/bbr.v12i1.6419
- Herliza, R., & Saputri, M. E. (2016). Pengaruh Brand Image Terhadap Kepuasan Pengunjung Studi Pada Zara Di Mall PVJ Bandung. *e-Proceeding Of Management, 1949-1955*.
- Pasharibu, Y., Paramit, E. L., & Febrisnto, S. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *Jurnal Ekonomi dan Bisnis*, 21, 240-264.
- Rahmi. (2016). The Effect Of Usefulness, Ease Of Use, And Enjoyment Towards Attitude And Intention To Use E-Reader: Study On Jakarta State Univeristy's Student. *Jurnal Riset Manajemen Sains Indonesia (JRMSI) Vol. 07, 7, 363-386*.
- Richard, R. H., & Sugiono, S. (2015). Analisis Pengaruh Product Quality, Price dan Promotion terhadap Purchase Intention Mobil Toyota Alphard di Surabaya. *Jurnal Manajemen Pemasaran Petra*, 3, 1-11.
- Sawitri, N. N., & Prasada, P. P. (2022). The Effect of Price and Service Quality on Consumer Satisfaction by Employing Maarketing Relationship as Intervening Variables. *Dinasti International Journal of Management Science*, 03(06). doi:<https://doi.org/10.31933/dijms.v3i6>
- Sukoco, A. A., Priyanto, S. H., Ihalauw, J. O., & Abdi, A. S. (2020). The Effect of Packaging and Prices on Intention to Buy with the Moderation of Income and Store Image. *n Proceedings of the International Conference of Business, Economy, Entrepreneurship and Management (ICBEEM 2019)*, 304-313. doi:10.5220/0009965303040313
- Widodo, S., Karnawati, T. A., & Alamsyah, A. R. (2021). Pengaruh Efisiensi Harga, Promosi Online dan Offline terhadap Minat Berkunjung di Jatim Park 3 Kota Batu pada Era New Normal. *Jurnal Ekonomi Manajemen dan Bisnis*. doi:10.32815/jubis.v2i.447