

CHAPTER II

LITERATURE REVIEW

In this chapter, the writer explains several important literature reviews in this research, such as customer, customer satisfaction, the factors affecting customer satisfaction, level of customer satisfaction, and G-Walk CitraLand Palembang

2.1 Customer

There are some definitions of *customer* based on some experts. Jerald Greenbad (as cited in Gramedia Blog, 2022) argued that customer is individuals or groups who shop for products in the form of goods or services by taking various factors into consideration, such as quality, place, price, service, etc. based on their own decisions. Fan et al. (2022: p.40) emphasized that "customer is the source of business income, and a stable customer base is the guarantee of enterprise survival and development." Meanwhile, Giffirin (1997) defines a customer as someone who consistently purchases from a business without a significant contact history or repeat buying. According to Ketlor (2017), customers are the primary actors within a company's microenvironment. The overarching goal of the entire value delivery system is to cater to target customers and establish robust relationships with them. So, it can be concluded that a customer is an individual, group, or organization that purchases goods or services from a seller or supplier in exchange for money or other valuable considerations.

2.2 Customers' Satisfaction

Oliver (2014) described customer satisfaction as the consumer's reaction to fulfilment, encompassing the evaluation that a feature of a product or service, or the product or service itself, has provided (or is providing) a satisfactory level of fulfilment regarding consumption, which may include levels of over- or under-fulfilment. Similarly, Kotler (2000) defined satisfaction as "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) about his or her expectations." Customer satisfaction

measurement determines whether customers are happy with a company's products, services, and capabilities (Rosli, 2020).

Ensuring customers' satisfaction is essential for business success, as emphasized by Rosli (2020), as it plays a significant role in fostering customer loyalty, encouraging repeat purchases, and enhancing brand reputation. Additionally, as noted by Otto et al. (2019), the positive impact of customer satisfaction on business performance is evident, with satisfaction acting as a mediator for the effects of various marketing strategy variables.

2.3 The Factors Effecting Customers' Satisfaction

A "factor" is an element or variable that has the potential to influence a particular process, state, or outcome. In a broader context, factors can refer to anything that can contribute to or affect a phenomenon or event. Regarding customer satisfaction, "factors" refer to various elements or aspects that can influence how satisfied a customer is with a particular product or service. Sabarguna (2014) identified several key factors influencing customer satisfaction, including the quality of service, price, facilities, and comfort aspect (as cited in Susanto, 2019).

2.3.1 Service Quality

In the realm of services, Riak (2022) described a service is any action or activity offered by one party to another, essentially intangible, not resulting in ownership, and designed to meet consumer needs and desires for customer satisfaction. Drawing from exploratory research by Loyy et al. (2018) service quality is the extent to which customers' perceptions of service meet and/or exceed their expectations. Positive experiences with high service quality tend to shape customers' favorable impressions of a company, leading to their preference for it (Chien et al., 2019). Services cover a broad spectrum of activities geared towards fulfilling the needs of individuals, organizations, or society, playing pivotal roles in economic and social systems.

Ramya et al. (2019) introduced five dimensions of service quality, which include: (1) tangibility; (2) reliability; (3) responsiveness; (4) assurance; and, (5) empathy.

In a user-based approach, quality corresponds to satisfaction: the highest quality means the best satisfaction of consumers' preferences (Yarimoglu, 2023). Nikou et al. (2020) of their article can infer that there is no way around the importance of service quality in keeping customers happy and loyal to the service sectors. Service quality and customer satisfaction are critical success factors for companies considering competitiveness, development, and growth in the market (Angelova et al., 2011). Service quality improves customer satisfaction, and cost management increases profit.

It is evident that a relentless focus on enhancing service quality not only augments customer satisfaction but also yields tangible benefits in terms of improved cost management and profitability. Organizations can fortify their market position, foster customer loyalty, and propel sustainable growth in today's dynamic business landscape by prioritizing optimizing service delivery across dimensions such as tangibility, reliability, responsiveness, assurance, and empathy.

2.3.2 Price

According to Djatmiko et al. (2016), the price for a customer typically refers to the amount of money that a customer must pay to purchase a product or service. Price can be a determining factor for customers to purchase goods or services based on whether they are equivalent to the quality of the goods or services. Because of that, price plays a significant role in influencing how consumers make decisions when they are considering purchases (Son et al, 2019)

The level of customers' satisfaction can also be influenced by considering whether the price is commensurate with the quality of the goods or services when evaluating the value of a product or service they have purchased. Consistent with this, once the desired level of customer profitability is achieved, price fairness may

help maintain customer satisfaction and drive repeat business from loyal customers (Han et al., 2015 as cited in Djumarno et al., 2018).

2.3.3 Facilities

A facility is anything provided to facilitate or support a particular activity or service. Facilities are there to make things easy and give comfort to customers. The concept of facilities is often related to comfort, safety, and efficiency in meeting the needs of users or customers.

In their study, Nurcahyo et al. (2017) and Nilawati (2022) state that facilities positively and significantly impact customer satisfaction. Investing in good facilities can improve the customer experience and strengthen the relationship between businesses and consumers. With adequate facilities, customers feel more satisfied with the services provided and are more likely to return to the same product or service. Therefore, companies need to pay attention to the management and maintenance of their facilities as part of a strategy to increase customer satisfaction and gain a competitive advantage.

2.3.4 Comfort Aspect

Comfort Aspect, including the business location. The business must carefully consider its location and distribution strategy, as incorrect choices in these areas will make it difficult to satisfy customers and thus erode their loyalty. According to Kotler and Armstrong (2012), a company's location is where its operations enable its products to be accessed by potential customers. Additionally, a place (or distribution/place strategy) strategy, according to Boone (2002), guarantees that customers receive their purchases in the proper quantity at the appropriate time and place. The comfort component of customer satisfaction with business location includes elements like ambiance, safety, nearby amenities, and convenience and accessibility. By creating a friendly environment and guaranteeing customers feel secure, a well-chosen location can enhance their overall experience. Additionally, having convenient access to nearby businesses or attractions that offer value-added services can boost customer satisfaction. Companies can establish a welcoming and pleasurable atmosphere that encourages repeat business and

customer loyalty by matching the location to the preferences and lifestyle of their target market.

Furthermore, cleanliness also aspect of the comfort. Cleanliness plays a significant role in shaping the overall perception of a business. Lim et al. (2021) state that maintaining cleanliness is crucial for customer satisfaction. Customers are more likely to feel comfortable and confident in a clean environment, which can influence their decision to visit a business and their overall experience. Therefore, companies must prioritize cleanliness as part of their operational strategy. This includes regular cleaning and maintenance of the physical location and any facilities or amenities provided. By upholding high standards of cleanliness, businesses can create a positive impression on customers, leading to increased satisfaction and loyalty.

2.4 Level of Satisfaction

Customer satisfaction pertains to the extent to which customers feel their expectations and desires are met or exceeded by a company or organization's products, services, or experiences. It serves as an indicator of a company's success in fulfilling customer needs and desires. To gauge customer satisfaction, companies employ various methods, such as conducting surveys, collecting feedback through forms, analyzing reviews, and engaging in direct conversations with customers. This measure can cover numerous aspects, including the quality of the product or service, the standard of customer support, the simplicity of transactions with the company, and the overall impression of dealing with the brand.

The level of satisfaction in this research was measured using the Likert scale. This technique allowed respondents to rate items on a five to seven-point scale depending on the amount of their agreement or disagreement on the item, namely, Very Dissatisfied, Dissatisfied, Enough, Satisfied, and Very Satisfied (Hardani et al., 2020). This research also utilized an interval measurement scale construction with a calculation of 0% lowest and 100% highest to calculate 20% on each scale as shown in Table 2.1.

Table 2.1*Result of The Interval Measurement Scale*

0%-20%	Very Dissatisfied
21%-40%	Dissatisfied
41%-60%	Enough
61%-80%	Satisfied
81%-100%	Very Satisfied

2.5 G-Walk Citraland Palembang

This part will tells about the history, location, and facilities of G-Walk CitraLand Palembang.

2.5.1 History of G-Walk CitraLand Palembang

Figure 2.1*The Ferish Wheel of G-Walk CitraLand Palembang*

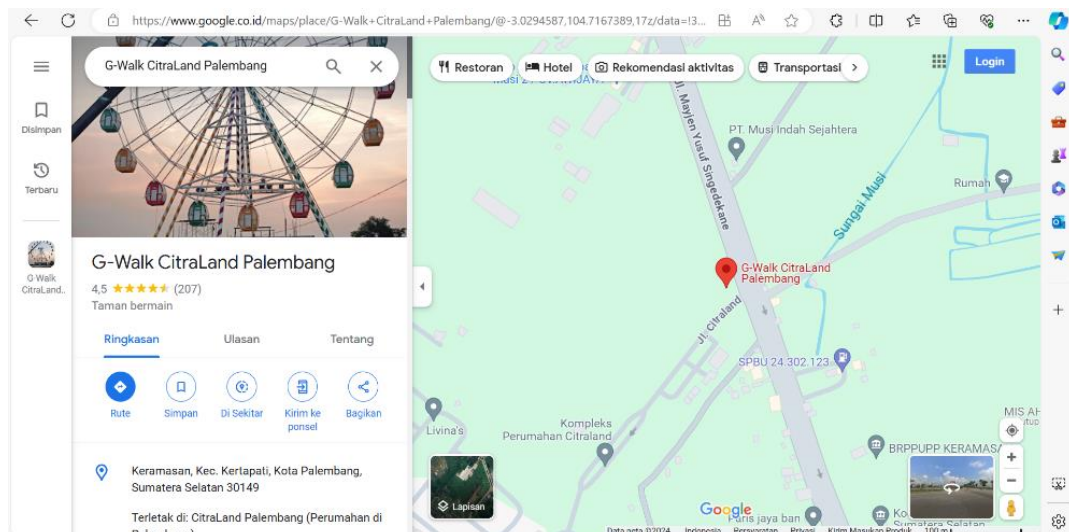
CitraLand Palembang is a prestigious residential area in Palembang that Ciputra Group developed. G-Walk CitraLand Palembang is a development project in the CitraLand Palembang area on a 10-hectare commercial area located on Jln. Yusuf Mayjen Singadekane National Road Palembang City. G-Walk CitraLand Palembang was opened on December 9, 2023. By presenting the most significant and highest Ferish Wheel in Palembang City and carrying the concept of modern,

accessible and environmentally friendly, G Walk CitraLand Palembang is expected to be able to become one of the commercial centres and become a forum for creative micro, small, and medium enterprises in the city of Palembang and its surroundings. Figure 2.1 shows the Ferish Wheels of G-Walk CitraLand Palembang. On April 9, 2024, they opened nine new rides to coincide with the Eid holiday. The nine new rides cost between Rp 15.000 and Rp 25.000.

2.5.2 Location G-Walk CitraLand Palembang

Figure 2.2

Location of G-Walk CitraLand Palembang



G-Walk Citraland Palembang is located 7+km away from the city hall in Palembang. The location G-Walk CitraLand Palembang is at Jln. Mayjen Yusuf Singedekane, Keramasan, Kec. Kertapati, Kota Palembang, Sumatera Selatan. G-Walk CitraLand Palembang right in front of CitraLand Palembang. The location is presented in Figure 2.2.

2.5.3 Amusement Rides in G-Walk CitraLand Palembang

Since it opened in December 2023, G-Walk CitraLand Palembang only had one amusement ride, the Ferris wheel. In April 2024, they have opened 9 new rides namely Jumping Baloon, Jungle Carousel, Wonder Train, Swinger, Rainbow Slide,

The Pirate Kora, Splash Canoe, Dino Dokar and Walking Animal. Each amusement ride has a different price as shown in the figure 2.3 and figure 2.4

Figure 2.3

The Price of Amusement Rides in G-Walk CitraLand Palembang



Figure 2.4

The Price of Ferris Wheel in G-Walk CitraLand Palembang



1. Ferris Wheel

A Ferris wheel is a type of amusement ride consisting of a rotating upright wheel with maximum four passenger-carrying cabins attached to the rim. The price for ferris wheel is Rp 25.000 for one person. The picture is presented in Figure 2.1.

2. Wonder Train

Wonder Train is a type of amusement ride designed like a train. It could involve a ride where visitors travel through a G-Walk CitraLand Palembang environment. The price for wonder train is Rp 20.000 for one ride. The picture is presemcted in Figure 2.

Figure 2.5

The Wonder Train in G-Walk CitraLand Palembang



3. Jumping Balloon

Jumping Balloon is likely a term referring to an inflatable bounce house or bounce castle. They are designed for children to jump, bounce, and play inside. The price for jumping balloon is Rp 20.000 for one person. The picture is presented in figure 2.6.

Figure 2.6

The Jumping Balloon in G-Walk CitraLand Palembang



4. Swinger

Another type of swinger is the "Wave Swinger" or "Chair Swing Ride," which features chairs suspended from a rotating canopy. As the canopy rotates, the chairs swing outward and upward, giving riders a feeling of flying through the air. The price for swinger is Rp 15.000 for one person. The picture is presented in Figure 2.7.

Figure 2.7

The Swinger in G-Walk CitraLand Palembang



5. Jungle Carousel

Jungle Carousels are classic amusement park rides consisting of a rotating platform with seats for riders. Typically, the seats are mounted on poles attached to a central rotating mechanism. The ride spins around while music plays, and riders can choose to sit on stationary animals or in decorative chariots. The price for jungle carousel is Rp 15.000 for one person. The picture is presented in Figure 2.8.

Figure 2.8

The Jungle Carousel in G-Walk CitraLand Palembang



6. Rainbow Slide

Rainbow slide refers to a colorful and vibrant slide that often consists of multiple lanes or sections, each with its own slide path. The slide is often made of fiberglass or other smooth materials to provide a fast and smooth ride. The price for rainbow slide is Rp 25.000 for one person. The picture is presented in Figure 2.9

Figure 2.9

The Rainbow Slide in G-Walk CitraLand Palembang



7. Dino Dokar

Dino Dokar is the dokar that decorated or designed to resemble a dinosaur, perhaps with dinosaur-shaped structures or decorations attached to the carriage. Alternatively, it could involve a ride where visitors travel through a G-Walk CitraLand Palembang environment while seated in dokar-style carriages. The price for dino dokar is Rp 25.000 for one person. The picture is presented in Figure 2.10.

Figure 2.10

The Dino Dokar in G-Walk CitraLand Palembang



8. The Pirates Kora

The pirates kora has a shape that resembles a large ship consisting of several benches facing outwards, like on a pirate ship. This ride moves back and forth quickly and tilts, giving the sensation of paddling on ocean waves. The price for dino dokar is Rp 20.000 for one person. The picture is presented in Figure 2.11.

Figure 2.11

The Pirates Kora in G-Walk CitraLand Palembang



9. Splash Canoe

Splash Canoe is an amusement park ride involving a journey using a boat. This ride operates in a calm and relaxing manner along the water surrounding the provided arena. The price for splash canoe is Rp 20.000 for one person. The picture is presented in Figure 2.12.

Figure 2.12

Splash Canoe in G-Walk CitraLand Palembang



10. Walking Animal

This game uses animal-shaped vehicles that allow us to go around G-Walk CitraLand Palembang. The walking animal has a limited duration for each use. The price for a walking animal is Rp 20,000 for one ride. The picture is presented in Figure 2.13.

Figure 2.13

Walking Animal in G-Walk CitraLand Palembang



2.5.4 Facilities in G-Walk CitraLand Palembang

The facilities at G-Walk CitraLand Palembang include everything provided or available to meet the needs of G-Walk CitraLand visitors. They consist of toilets, prayer rooms, places for Wudhu, tables and chairs, food tenants, and parking areas.

1. Toilet

G-Walk CitraLand Palembang has four toilets for visitors, two for females and two for males. The toilets themselves appear clean and well-maintained, as depicted in Figure 2.14.

Figure 2.14

Toilet as The Facility in G-Walk CitraLand Palembang



2. Prayer Room

The Prayer Room, also known as a mushola, is designated for Muslim individuals who wish to fulfil their obligation of prayer, as depicted in Figure 2.15.

Figure 2.15

Prayer Room as The Facility in G-Walk CitraLand Palembang



3. Place for Wudhu

This is a designated area or facility where Muslims can perform ablution (wudhu). Ablution is a ritual cleansing process performed by Muslims before conducting prayers as pictured in Figure 2.16.

Figure 2.16

Place for Wudhu as The Facility in G-Walk CitraLand Palembang



4. Tables and Chairs

Tables and chairs are provided and scattered throughout the area of G-Walk CitraLand Palembang for visitors who feel tired and want to enjoy food or drinks purchased from the food tenants available at G-Walk CitraLand Palembang, as shown in Figure 2.17.

Figure 2.17

Tables and Chairs as The Facility in G-Walk CitraLand Palembang



5. Food Tenants

As shown in Figure 2.18, the Food Tenants at G-Walk CitraLand Palembang have unique designs. These food tenants provide a variety of food and beverages for visitors. They may offer fast food, regional specialties, international cuisine, or other options. The food prices offered by G-Walk CitraLand Palembang's tenants range from Rp 10,000 to Rp 50,000.

Figure 2.18

Food Tenant as The Facility in G-Walk CitraLand Palembang



6. Parking Area

G-Walk CitraLand Palembang provides designated parking areas for motorized vehicles, such as cars, motorcycles, or bicycles, as shown in Figure 2.19. G-Walk CitraLand Palembang offers a safe and organized space for visitors or users to leave their vehicles while at G-Walk CitraLand Palembang. G-Walk CitraLand Palembang provides this facility free of charge, along with security guards who will watch over the parked cars.

Figure 2.19

Parking Area as The Facility in G-Walk CitraLand Palembang

