**The Factors Affecting Customer Loyalty in The Dive Tourism Industry in Indonesia**

-

**Authors**

* **Machmed Tun Ganyang**

**DOI:**

<https://doi.org/10.14738/abr.912.11455>

**Keywords:**

re are 4 author of the research, such as Evi Noviaty, Widarto Rabbani, Tony Sitinjak, Machmed Tun Ganyang as a corresponding author, Evi Noviaty as the first author, Widarto Rabbani as the second author, Tony Sitinjak as the third aouthor, The affiliation of Evi Noviaty is M.Husni Thamrin University of Jakarta, The affiliation of Widarto Rabbani is Pancasila University of Jakarta, The affiliation of Tony Sitinjak is Kwik Kian Gie School of Business, The affiliation of Machmed Tun Ganyang is STIE PBM Jakarta

**ABSTRACT**

**Abstract**

*Diving Industry in Indonesia has huge potential needs to be managed properly in order to carrying out the concept of green tourism, but it has not been supported by the optimal performance of dive centers. That is marked by the low level of loyalty of diving tourism consumers.*

*The purpose of this research is to analyze the effect of Green Marketing and Service Quality to  Customer Satisfaction and Customer Loyalty of Diving Tourism Customer.*

*Research Method used in this research is descriptive analysis with research design used is explanatory design. The research object is 12 (twelve) dive centers is spread on Three  provinces in Indonesia. Analysis unit are experience and certified divers with total 200 respondents. Each sample from dive center is chosen proportionally. Technic Sampling is judgment sampling. The tool analysis used is statistic descriptive supported by SPSS software and statistic inferential supported by software of Lisrel Version 8,80.*

*The research result described that practiced of green marketing, service quality have positif impact on Customer satisfantion and Customer loyalty of divers although there are still indicators that are indicating  low impact. The results of the causality study state that : a) Green marketing has no significant affect on customer loyalty, b) Green marketing has significant affect on  satisfaction, c) The service quality has no significant affect on customer satisfaction,d) The quality of service has no significant affect on customer loyalty, e) The customer satisfaction has significant affect on customer loyalty.*

*Keyword: Green Marketing, Service Quality, Satisfaction, Loyalty, Dive Tourism,Indonesia*

**REFERENCES**

References :

Aibek, Doszhanov and Zainal Ariffin Ahmad (2015), Customers’ Intention to Use Green Products : The Impact of Green Brand Dimensions and Green Perceived Value, SHS Web of Conferences , 0100.

Akbar, Mohammad Muzahid dan Noorjahan Parvez. (2009). Impact of service quality, trust, and customer satisfaction on customer loyalty., ABAC Journal, Vol. 29, No. 1, 24-38.

Amirreza, Forozia; Mohammad Sadeghi dan Mahnaz Hemmati (2013). Customer Satisfaction in Hospitality Industry: Middle East Tourists at 3star Hotels in Malaysia, Research Journal of Applied Sciences, Engineering and Technology 5(17): 4329-4335.

Anas, Hidayat; Muhammad Saifullah dan Asmai Ishak (2016), Determinants of Satisfaction, Trust, and Loyalty of Indonesian E-Commerce Customer, Int. Journal of Economics and Management 10(S1): 151 – 166.

Aris Y. C. Lam dan Mei Mei Lau (2016). Modelling the Relationship among Green Perceived Value, Green Trust, Satisfaction, and Repurchase Intention of Green Products, Contemporary Management Research, Pages 47-60, Vol. 12, No. 1.

Arnil, Lacej (2015). The Effect of Consumer Relationship Management on Satisfaction and Loyalty: A Focus on Albanian Tour Operator Business, Mediterranean Journal of Social Sciences,Vol 6 No 2.

Astrid, Puspaningrum, (2013). The Role of Customer Satisfaction as the Mediation of the Effects of the Product Attributes and Images to Customer Loyalty of Retail Business in Indonesia, International Journal of Business and Behavioral Sciences Vol. 3, No.10.

Azam, Haghkhah; Alireza Ebrahimpour dan Abu Bakar Abdul Hamid (2011). The Impact of Service Quality on Tourism Industry, Tarbiat Modares Univercity in Thran.

Babita, Saini (2013). Green marketing and its impact on consumer buying behaviour, International Journal of Engineering Science Invention, Vol 2 Issue 12.

Elvira, Tabaku dan Shpetim Cerri (2016), An Assessment of Service Quality and Customer Satisfaction in the Hotel Hotel Sector, Tourism & Hospitality Industry, Congress Proceedings, pp. 480-489.

Farhina Hameed, (2013). The Effect of Advertising Spending on Brand Loyalty Mediated by Store Image, Perceived Quality and Customer Satisfaction: A Case of Hypermarkets, Asian Journal of Business Management 5(1): 181-192, ISSN: 2041-8744; E-ISSN: 2041-8752.

Ibrahim, H. Z., Hassan, Z dan Basit A (2015). Impact of Service Quality on Customer Satisfaction in Maldives Tourism Industry. International journal of Accounting, Business and Management, 3(2), 161-176

Ismail, P.Chinna, dan Bala Krishna, (2017). The Impact of Green Marketing on Customer Satisfaction and Environmental Safety. International Journal of Science and Technology and Management, Vol. 6. Issue no. 1.

Kotler, Philip dan Kevin Lane Keller. 2012. Marketing Management. Essex: Pearson Education Inc.

Widarto Rachbini and Didik J. Rachbini (2019) Metode Riset Ekonomi & Bisnis, Indeff