

Customer Experience, Customer Service Quality, Customer Perceived Value, and Customer Satisfaction As Impact on Cinema XXI Customer Loyalty in Bandung City

Rifa'atul Mahmudah¹, Dedi Iskanto²

^{1,2} Department Business Management, Telecommunications and Informatics Study Program, Faculty of Economics and Business Telkom University, Bandung, Indonesia

Abstract

The purpose of this study was to determine how significant the influence of customer experience and customer service quality on customer loyalty is through customer perceived value and customer satisfaction at Cinema XXI in Bandung City, West Java. The quantitative method is the method used in this research. The sample size was taken from 384 people based on the Coacran formula from an unknown population. Purposive non-probability with data collection through questionnaires measured on a Likert scale is the technique used in sampling. Smart PLS software version 4.0.9.8 using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method is the tool used in this study. The test results show that all independent variables, namely Customer experience and Customer service quality, through intervening variables, namely Customer perceived value and Customer Satisfaction, significantly affect Customer Loyalty at Cinema XXI in Bandung City.

Keywords : customer Experience, Customer Service Quality, Customer Perceived Value, and Customer Satisfaction

INTRODUCTION

With the development of mass media, movies have an increasingly broad reach. Movies have become entertainment that people of all ages can enjoy without restrictions. The movie industry uses this progress to market movies to the public (Aulianto et al., 2020). Although technological advances allow people to have access to various online streaming platforms and digital entertainment at home, movie theaters still have strong appeal (Paramitha & Pranoto, 2023).



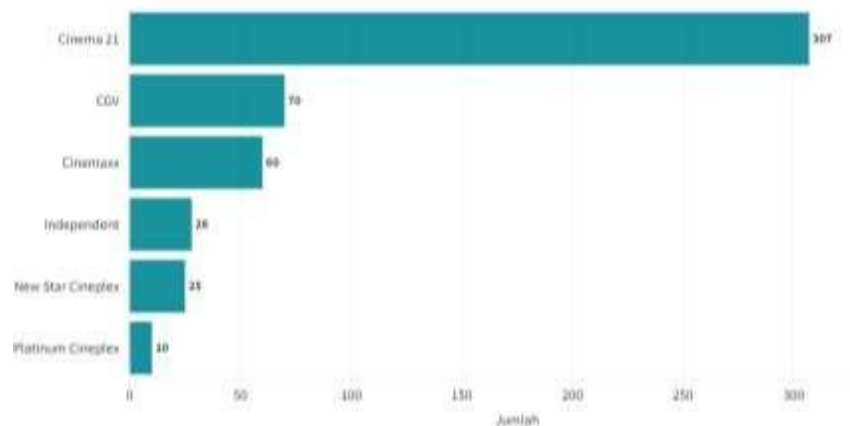


Figure 1 Number of Theaters in Indonesia by Group(As of January 2023)

Source: *film Indonesia.or.id*

According to data from *film Indonesia.or.id*, there are around 500 cinemas spread across Indonesia, covering six different cinema groups. Cinema XXI dominates with a total of 307 units; According to Hariyanto (2023), as of December 31, 2022, Cinema XXI operates 225 cinemas in 55 cities, featuring a total of 1,216 screens. Among these, 1,114 screens are regular (deluxe), 93 are The Premiere, and nine are IMAX. Cinema XXI holds a significant market share of around 60% in the Indonesian movie theater industry. As of December 31, 2021, Cinema XXI dominated various aspects, including 69.7% of gross box office revenue, 68.8% of the total audience, and 57.7% of the total screens (Hariyanto, 2023). Given this information, Cinema XXI is the focal point of the research.

Detik Jabar, in 2022, noted that the Bandung area is equipped with a number of Cinema XXI cinema branches spread across various shopping centers. The existence of these cinemas not only reflects the public's interest in audiovisual entertainment but also creates opportunities for further research. (Purnama & Prasetyo, 2023). This phenomenon provides a strong foundation for research that can delve deeper into the impact of creative industry growth and the presence of movie theaters on the lives of the people of Bandung. Thus, Bandung is not only a center of economic growth but also a cultural laboratory that offers various potentials to be studied and analyzed. (Akmal & Trenggana, 2019). In addition, Bandung has ten Cinema XXI branches located in several strategic points, such as shopping malls and entertainment centers.

The strategic placement of Cinema XXI in locations such as shopping malls and entertainment centers is at odds with the observation that the cinema chain has not achieved full standardization of quality. This is evident in numerous customer complaints, particularly on Google reviews, expressing dissatisfaction after watching films at Cinema XXI in Bandung City. Notably, Transmart Buah Batu XXI and TSM XXI received the lowest ratings at 45 and 40, respectively, while Festival Citylink XXI, Empire XXI Bandung, and BTC XXI Bandung received comparatively better ratings of 12, 15, and 15. Among the ten theaters analyzed, Cinema XXI Bandung received a total of 230 negative ratings. These complaints highlight inconsistent customer experiences across various Cinema XXI branches in Bandung City, indicating a failure to consistently meet expected quality standards. Many customers express disappointment with the customer service at Cinema XXI Bandung City.

One of the factors that can increase customer loyalty is customer satisfaction (Paulose & Shakeel, 2022). Customer satisfaction is a feeling of satisfaction of a customer that can create an emotional bond between the Customer and the brand, which can result in long-term loyalty (Cuesta-Valiño et al., 2023). Customer satisfaction is considered a determinant of post-purchase attitudes and reflects positive or negative outcomes after transactions that affect customer loyalty (Hans et al., 2023). When customers are satisfied with their experience with a company or brand, they tend to become loyal, make more frequent purchases, and recommend the company to others; if customer satisfaction increases by 1%, it will result in an increase in customer loyalty by 75.2% (Zaid & Patwayati, 2021). In addition, a good customer experience can create a solid emotional connection with the brand, which can increase customer satisfaction. (Suttikun & Meeprom, 2021). Apart from customer experience, customer loyalty is also significantly influenced by four dimensions of service quality, namely reliability, responsiveness, empathy, and tangibility. Meanwhile, the assurance dimension has no significant effect even though the effect is positive (Muzhoffar et al., 2023). A company must pay attention to service quality factors to maintain customer satisfaction, which will have an impact on customer loyalty (Agarwal & Dhingra, 2023).

Customer loyalty is also determined by customer-perceived value; Özkan et al. (2019) define customer-perceived value as consumers' perceptions of quality and satisfaction related to the company or service so that the value customers feel is the result of good service. Every Customer spends money; customers always hope they will get something comparable or more excellent in value than what they spend. Customer perceived value can be measured by the number of tangible and intangible benefits

40



received by the Customer when using the product or service offered by the producer minus the sacrifices made by consumers (Tumbuan & Mananeke, 2020). One of the factors that can increase customer perceived value is customer experience because customers tend to consider the value of a product or service to be of higher value when they have a good experience with the goods or services concerned (Wuisan & Elton, 2021). Customer perceived value is significantly influenced by service quality because customers will feel that they receive value that matches the expenses they make and tend to return to the company in the future (Zhong & Moon, 2020). Zhong & Moon, 2020). In line with the above opinion, customer satisfaction and customer loyalty are affected by improving the service quality of a product or service. (Rahmat & Ariyanti, 2020).

Based on the above statement, seeing the gap between the high level of customer loyalty at Cinema XXI in the pre-questionnaire and the disappointment of customers regarding the quality of cinemas in Bandung, the author is interested in the opportunity to examine further the impact of customer experience and customer service quality on customer loyalty. This is done by doing research on customer perceived value and customer satisfaction at Cinema XXI in Bandung, with the title "The Effect of Customer Experience and Customer Service Quality on Customer Perceived Value and Customer Satisfaction and its Impact on Customer Loyalty at Cinema XXI in Bandung."

LITERATURE REVIEW

Marketing Management

Marketing management is an essential process for achieving business success. By understanding and applying its principles, companies can attract and retain customers and increase profits. (Kotler, 2022)

Definition of Marketing

Marketing is the set of activities involved in creating, delivering, and communicating value to consumers. Market research, product development, pricing, promotion, and distribution of products or services to customers are the scope of marketing (Fehrer et al., 2020).

Consumer Behavior

Wardhana (2022) reveals consumer behavior as a series of processes and activities carried out by customers individually, in groups, or in organizations. This



includes the search, selection, purchase, and utilization of goods, services, ideas, and experiences, with the aim of satisfying their wants and needs.

Customer Experience

Customer experience is the overall relationship that consumers experience with a brand, from before they buy a product or service to after they use it (Kushwaha et al., 2021).

Customer Service Quality

Sulistiyowati (2018) defines service quality refers to all efforts that are focused so that customer needs and desires are met appropriately so that customer expectations are also met

Customer Perceived Value

García-Fernández et al. (2018) suggested that customers' evaluation of the value of the benefits they receive in relation to what they give in return is the definition of customer perceived value.

Customer satisfaction

Customer satisfaction is the company's ability to meet customer expectations after purchasing goods or services based on the performance of the product or service (Hasniati et al., 2021).

Customer Loyalty

Customer loyalty is what a customer has with a brand or company. This is reflected in the act of repurchasing, providing recommendations, and ignoring other brands (Tjiptono, 2022). Besides that, Abbas et al. (2021) define consumer loyalty as the definition of an emotional relationship between a company and a customer, where loyal customers make repeat purchases and often stick with a particular brand compared to its competitors. Meanwhile, Khasanah et al. (2023) define customer loyalty as measured by customer actions, such as subscriptions, repeat purchases, and promoting them to others. Companies can increase customer loyalty by understanding customer behavior and meeting their needs. Companies can achieve this by providing high-quality products or services and good customer service (Iskamto & Gunawan, 2023).



RESEARCH METHODS

Type of Research

This research follows a deductive mindset, which involves understanding general symptoms or concepts to explain specific symptoms or phenomena.

Population and Sample

The population of this study is Cinema XXI Bandung customers who have visited Cinema XXI Bandung more than once, so the specific population of this study is still being determined. For this research, non-probability sampling is the sampling method applied. This method involves a sampling approach in which sample selection is not based on an equal chance for each member of the population.

Data Analysis Technique

Data analysis Structural Equation Modeling - Partial Least Square (SEM- PLS)

Structural Equation Modeling (SEM) is a multivariate analysis method used in research that combines indicators for each variable, and structural modeling is the method to be applied in this study. SmartPLS software version 4.0.9.8 will be utilized in this study to conduct data analysis using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. This method was chosen because of its ability to cope with complex data, its flexibility, and its ability to explain the relationship between variables (Hair et al., 2021). Testing the goodness of fit of the model is a crucial step in determining whether the Partial Least Squares (PLS) model is suitable for the data being analyzed or not. It is intended that the model can provide an accurate representation of the actual conditions of the population. Evaluation of goodness of fit in PLS models is often done by looking at the R Square value, which is applied to assess the capability of the model in explaining variations in endogenous variables. The value can be categorized as low (0-0.3), medium (0.3-0.7), and high (0.7-1) (Garson, 2016).

DISCUSSION

Research Results

After going through the process of analyzing data about respondents that has been done before, the research data collected through the Google Form questionnaire will be presented in the next section. The Structural Equation Modeling (SEM) method through the SmartPLS version 4.0.9.8 application will be used to analyze all the data that has



been collected. The composite reliability, convergent validity, and discriminant validity are the data tests that have been carried out.

Research Model

The research model is a conceptual structure or framework that is applied to formulate the correlation between the variables being researched or tested in a study (Hair et al., 2021). See Figure 1 below to see an overview of this research model :

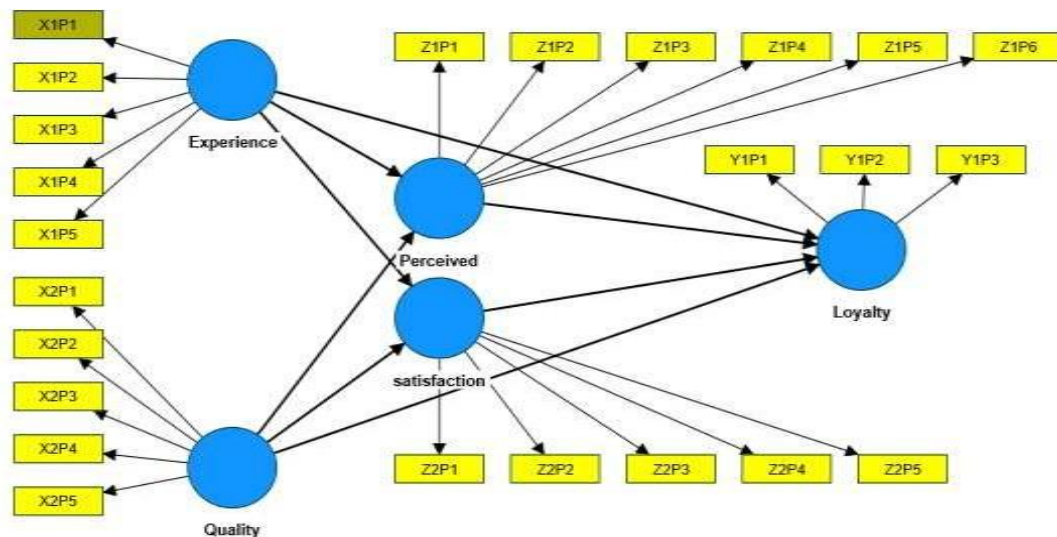


Figure 1 Research Model Source: Author's data, 2024

Determination Test (R-Square)

The R-Square test in SEM-PLS is an evaluation step used to evaluate how far exogenous latent variables in the model explain the variability of endogenous latent variables. R-Square in SEM-PLS calculates the model's ability to explain variability in endogenous variables, and its value ranges from 0-0.3 (low), 0.3-0.7 (medium), and 0.7-1 (high) (Garson, 2016). The results of the R-Square test for this study are presented in Table 1 below:

Table 1 Output R-Square

	R-square	R-square adjusted
Customer Loyalty	0.556	0.552
Customer Perceived Value	0.438	0.435

Customer Satisfaction	0.540	0.538
-----------------------	-------	-------

Source: Author's Processed Data, 2024

From the data listed in Table 4 regarding the R-Square output in this study, it can be concluded

that:

R-Square on the Customer Loyalty variable has a value of 0.556. This indicates that about 55.6% of the Customer Loyalty variable is influenced by the Customer Perceived Value and Customer Satisfaction variables. Other variables not included in this study can affect the remaining portion, which is around 44.4%.

R-Square on the Customer Perceived Value variable reaches 0.438, indicating that about 43.8% of the variation in the variable is influenced by Customer Experience and Customer Service Quality. Other factors not considered can affect the remaining 56.2%.

The R-Square on the Customer Satisfaction variable reaches a value of 0.540, indicating that about 54% of the variation in the variable is influenced by Customer Experience and Customer Service Quality. Various other variables not included in this study may account for the other 46%.

F-Square Test (F2)

One of the effect sizes applied to evaluate the impact of exogenous latent variables on endogenous latent variables in the PLS-SEM model is the F-Square. The accepted values for F Square are 0.02 (low), 0.15 (medium), and 0.35 (large) (Garson, 2016). The following table describes the F-Square output of this study:

Table 2 Output F-Square

	Customer Loyalty	Customer Perceived Value	Customer satisfaction
Customer Experience	0.049	0.108	0.091
Customer Loyalty			
Customer Perceived Value	0.041		
Customer Service Quality	0.068	0.170	0.359
Customer Satisfaction	0.041		



Based on Table 5, which presents the F-Square output above, it can be concluded that:

The F-Square value between customer experience and customer loyalty is 0.049. This means that the impact exceeds the criteria for a small effect (0.02), so the effect of customer experience on customer loyalty has a moderate effect.

The F-Square value between Customer Experience and Customer Perceived Value is 0.108. This means that the impact exceeds the criteria for a small effect (0.02), so the effect of Customer Experience on Customer Perceived Value has a moderate effect.

The F-Square value between Customer Experience and Customer Satisfaction is 0.091.

This means that the impact exceeds the criteria for a small effect (0.02), so the effect of Customer Experience on Customer Satisfaction has a moderate effect.

The F-Square value between Customer Perceived Value and Customer Loyalty is 0.041. That is, the impact exceeds the criterion of small influence (0.02), so the effect of Customer Perceived Value on Customer Loyalty has a moderate impact.

The F-Square value between Customer Service Quality and Customer Loyalty is 0.068. This means that the impact exceeds the criteria for a small effect (0.02), so the effect of Customer Service Quality on Customer Loyalty has a moderate effect.

The F-Square value between Customer Service Quality and Customer Perceived Value is

0.170. This means that the impact exceeds the criteria for a small effect (0.02), so the effect of Customer Service Quality on Customer Perceived Value has a moderate impact.

The F-Square value between Customer Service Quality and customer satisfaction is 0.359. This means that the impact exceeds the criteria for a small effect (0.02), so the effect of Customer Service Quality on Customer Satisfaction has a moderate impact.

The F-Square value between Customer Satisfaction and Customer Loyalty is 0.41. That is, the impact exceeds the criterion of small influence (0.02), so the effect of Customer Satisfaction on Customer Loyalty has a moderate effect.

Hypothesis Test

Hypothesis Test of Direct Effect

Table 3 below displays the results of the direct effect test conducted in this study, namely:

46

IJEBIR, Volume 03 Issue 02, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

Table 3 Direct Effect Test Output

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Customer Experience → Customer Loyalty	0.208	0.211	0.096	2.175	0.030
Customer Experience → Customer Perceived Value	0.323	0.323	0.093	3.481	0.001
Customer Experience → Customer Satisfaction	0.268	0.268	0.060	4.444	0.000
Customer Perceived → Customer Loyalty	0.188	0.195	0.073	2.577	0.010
Customer Service Quality → Customer Loyalty	0.272	0.266	0.105	2.592	0.010
Customer Service Quality → Customer Perceived Value	0.405	0.407	0.081	4.991	0.000
Customer Service Quality → Customer Satisfaction	0.533	0.532	0.052	10.336	0.000
Customer Satisfaction → Customer Loyalty	0.206	0.201	0.072	2.868	0.004

Source: Author's Processed Data, 2024

We can observe that in Table 2, there are original sample values and T-Statistics as a benchmark for the direct effect hypothesis test, so it can be concluded as follows:

Hypothesis 1: Customer experience has a positive effect on customer perceived value.

customer experience variables and their impact on customer perceived value yielded positive and significant results. The T statistics value of 3.481, with a p-value



coefficient of 0.001, indicates a strong influence of customer experience on perceived value. The original sample value of 0.323 further supports this conclusion. According to Rahardja et al. (2021), positive interactions with brands or products contribute to higher value perceptions in customers' minds, especially when an emotional connection is established.

Hypothesis 2: Customer experience has a positive effect on customer satisfaction.

Referring to the results of hypothesis 2 testing regarding the effect of customer experience on customer satisfaction produces a positive and significant effect as evidenced by the results of the T-statistics value of 4.444 (>1.96), the p-value coefficient of 0.000 (<0.05), and the original sample value of 0.26. The results of these findings indicate how customer experience in the company can create satisfaction for custom. Therefore, more H2 can be accepted. In line with Kusumawati & Rahayu's research (2020) states that the high level of customer satisfaction will be influenced by the level of customer experience experienced. This is due to the fact that customer experience involves all customer interactions with the company, from before they purchase to after the purchase has occurred.

Hypothesis 3: Customer experience has a positive effect on customer loyalty.

Based on the results of the direct effect test, customer experience has a positive and significant effect on customer loyalty, as evidenced by the results of the T-statistics value of 2.175 (>1.96), the p-value coefficient of 0.001 (<0.05) and the original sample value of 0.030. So, the higher the customer experience, the higher the level of customer loyalty to the company. Customer loyalty is influenced by how a person's experience using services at the company is so that H3 can be accepted. The results of these findings compare favorably with the results of research from Kusumawati & Rahayu (2020), which reveal that customer experience has an impact on customer loyalty because a memorable experience not only creates a positive impression but also builds a strong emotional bond with the brand so that it can cause customer attachment to tend to be more loyal.

Hypothesis 4: Customer service quality has a positive effect on customer perceived value.

Based on a series of tests that have been carried out on the effect of customer service quality variables on customer perceived value, it has been found that there is a positive and significant influence between these variables with a T-statistics value of

48



4.991 (>1.96), a p-value coefficient of 0.000 (<0.05) and an original sample value of 0.405. This means that a high level of Customer Service Quality will affect the company's high Customer Perceived Value so that H4 can be accepted. These findings are directly proportional to the opinion of Özkan et al. (2019), which found a significant positive correlation between customer service quality and customer perceived value. The study revealed that customers believe that what has been paid is in accordance with the value received, creating good service quality in company services.

Hypothesis 5: Customer service quality has a positive effect on customer satisfaction. Based on the results of the direct effect test, customer service quality has a positive and significant effect on customer satisfaction, as evidenced by the results of the T-statistics value of 10.336 (>1.96), the p-value coefficient of 0.001 (<0.05), and the original sample value of 0.533. Therefore, high Customer Service Quality affects the high level of customer satisfaction, thus encouraging the acceptance of hypothesis 5. This finding is in line with the opinion of Zouari and Abdelhedi (2021). This study shows an essential correlation between customer service quality and customer satisfaction. This can be seen when the company provides exceptional customer service quality; the level of customer satisfaction will also increase.

Hypothesis 6: Customer service quality has a positive effect on customer loyalty.

Referring to the results of hypothesis 6 testing related to the effect of customer service quality on customer loyalty, it produces a positive and significant effect. This is indicated by the results of the T-statistics value of 2.592 (> 1.96), the p-value coefficient value of 0.010 (<0.05), and the original sample value of 0.272. With these findings indicating how customer service quality can create customer loyalty, H6 can be accepted. Dewi et al.'s research (2021) is in line with this study, which shows that customer service quality has a positive impact on customer loyalty. The better the quality of customer service, the greater the influence on customers' decisions to remain loyal to the company.

Hypothesis 7: Customer perceived value has a positive effect on customer loyalty.

Referring to the results of hypothesis 7 testing regarding the effect of Customer perceived value on customer loyalty, it produces a positive and significant effect. This is indicated by the results of the T-statistics value of 2.577 (>1.96), the p-value coefficient value of 0.010 (<0.05), and the original sample value of 0.188. With these findings indicating that hCustomer-perceived value in services can create customer loyalty, H7

49



can be accepted. In line with the research of Li et al. (2023), it suggests that there is a direct correlation between customer-perceived value and the level of customer loyalty, which is supported by the fact that customer-perceived value is the basis of the company's marketing activities.

Hypothesis 8: Customer satisfaction affects customer loyalty.

Based on the results of the direct effect test, customer satisfaction has a positive and significant effect on loyalty, which is indicated by the results of the T-statistics value of 2.868 (>1.96), the p-value coefficient of 0.004 (<0.05), and the original sample value of 0.206. Therefore, higher Customer Satisfaction will be accompanied by an increase in Customer Loyalty. This shows acceptance of hypothesis 8. This finding is in line with Zaid and Patwayati's research (2021) that high Customer Satisfaction has the potential to increase Customer Loyalty.

Hypothesis Test of Indirect Influence

The output of the indirect effect test results in this study is presented in Table 4 below:

Table 4 Output of Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
Customer Quality -> Customer Satisfaction -> Customer Loyalty	0.110	0.107	0.041	2.704	0.007	accept
Customer Experience -> Customer satisfaction -> Customer Loyalty	0.055	0.054	0.022	2.464	0.014	accept
Customer Experience -> Customer Perceived Value -> Customer Loyalty	0.061	0.062	0.028	2.169	0.030	accept
Customer Quality -> Customer Perceived Value -> Customer Loyalty	0.076	0.080	0.037	2.054	0.040	accept



Loyalty						
---------	--	--	--	--	--	--

Source: Author's Processed Data, 2024

Hypothesis 9: Customer perceived value mediates the relationship between customer experience and customer loyalty.

The results of the indirect effect test (indirect effect) show that customer perceived value mediates the effect of customer experience on customer loyalty as evidenced by the results of the T-statistics value of 2.169 (>1.96), the p-value coefficient of 0.030 (<0.05) and the original sample value of 0.061. Therefore, it can be proven that customer experience affects customer loyalty through the company's Customer perceived value so that it can accept hypothesis 9. This finding is in line with research conducted by Chen et al. (2021). Customer perceived value mediates the relationship between customer experience and customer loyalty by representing customer assessments of the benefits gained from experience relative to the investment of time and money.

Hypothesis 10: Customer perceived value mediates the relationship between customer service quality and customer loyalty.

According to the results of the indirect effect test (indirect effect), Customer perceived value mediates the effect of customer service quality on customer loyalty as evidenced by the results of the T-statistics value of 2.054 (>1.96), the p-value coefficient of 0.040 (<0.05), and the original sample value of 0.076. Therefore, it can be proven that customer service quality affects customer loyalty through customer-perceived value. This shows acceptance of hypothesis 10. This finding is in line with research from Kusumawati and Rahayu (2019) that customer-perceived value can mediate between the effects of customer service quality and customer loyalty because customer-perceived value can improve customer service quality.

Hypothesis 11: Customer satisfaction mediates the relationship between customer experience and customer loyalty.

The results of the indirect effect test prove that customer satisfaction mediates the effect of customer experience on customer loyalty, as evidenced by the results of the T-statistics value of 2.464 (>1.96) and the original sample value of 0.055, also supported by the p-value coefficient of 0.014. So, customer satisfaction mediates the influence



between customer experience and customer loyalty, so hypothesis 11 can be accepted. This finding is in line with research conducted by Paulose and Shakeel (2022), which reveals that customer satisfaction is a mediation that connects customer experience with their customer loyalty to a brand or service because one of the most critical factors in building customer loyalty is ensuring that customers are satisfied with their experience.

Hypothesis 12: Customer satisfaction mediates the relationship between customer service quality and customer loyalty.

Based on the results of the indirect effect test (indirect effect), customer satisfaction mediates the impact of customer service quality on customer loyalty, as evidenced by the results of the T-statistics value of 2.704 (>1.96) and 0.110 for the original sample value, also supported by the p-value coefficient of 0.007. Thus, it can be proven that customer satisfaction mediates the influence between customer service quality and customer loyalty, thus showing acceptance of hypothesis 12. Research from Chen et al. (2021) is in line with these findings, which reveal that customer satisfaction can act as a mediator between service quality and customer loyalty because customer satisfaction reflects the extent to which customer expectations are met by the services provided.

CONCLUSIONS

This study presents findings derived from the analysis of data collected through questionnaires and distributed to 385 respondents. SEM (Structural Equation Modeling) method on innovative PLS applications is used to analyze the data. The aim is to examine the impact of customer experience and customer service quality on customer loyalty through customer perceived value and customer satisfaction as intervening variables. The conclusions of the study conducted are as follows:

The customer experience at Cinema XXI Bandung City has a positive and significant effect on perceived value, as evidenced by the acceptance of hypothesis 1. It can be concluded that customer experience can create customer-perceived value at Cinema XXI Bandung City.

The customer experience at Cinema XXI Bandung has a significant positive effect on customer satisfaction. The acceptance of hypothesis 2 evidences this. Therefore, the higher the customer experience, the higher the level of customer satisfaction at Cinema XXI Bandung City.



Customer Experience shows a significant positive effect on customer loyalty. The acceptance of hypothesis 3 evidences this. So, the higher the customer experience, the higher the level of customer loyalty at Cinema XXI Bandung City.

Customer Service Quality also has a significant positive effect on Customer Perceived Value, with the acceptance of hypothesis 4. This means that the higher the Customer Service Quality, the higher the Customer Perceived Value of Cinema XXI Bandung City.

Customer Service Quality has a significant positive effect on Customer Satisfaction, with the acceptance of hypothesis 5. Therefore, the higher the Customer Service Quality, the higher the level of customer satisfaction at Cinema XXI Bandung City.

Customer Service Quality has a significant positive effect on Customer Loyalty; the acceptance of hypothesis 6 evidences this. So, the higher the customer service quality, the higher the level of customer loyalty at XXI Bandung City.

Customer Perceived Value shows a significant positive effect on Customer Loyalty; the acceptance of hypothesis 7 evidences this. Thus, the higher the Customer Perceived Value, the higher the level of customer loyalty Cinema XXI Bandung City.

Customer Satisfaction has a significant positive effect on Customer loyalty, and the acceptance of hypothesis 8 evidences this. Therefore, the higher the Customer Satisfaction, the higher the level of Customer loyalty at Cinema XXI Bandung City.

Customer Experience has a significant and positive impact on Customer Loyalty through Customer Perceived Value; the acceptance of hypothesis 9 evidences this. That is, Customer Experience contributes positively and significantly to Customer Loyalty through Customer Perceived Value at Cinema XXI Bandung City.

Customer Service Quality has a significant and positive impact on Customer Loyalty through Customer Perceived Value; the acceptance of hypothesis 10 evidences this. This means that Customer Service Quality contributes positively and significantly to Customer Loyalty through Customer Perceived Value at Cinema XXI Bandung City.

Customer Experience has a significant and positive impact on Customer Loyalty through Customer Satisfaction; the acceptance of hypothesis 11 evidences this. That is, Customer Experience contributes positively and significantly to Customer Loyalty through Customer Satisfaction at Cinema XXI Bandung City.

Customer Service Quality has a significant and positive impact on Customer Loyalty through Customer Satisfaction, and the acceptance of hypothesis 12 evidences



this. That is, Customer Service Quality contributes positively and significantly to Customer Loyalty through Customer Satisfaction at Cinema XXI Bandung City.

REFERENCES

- Abbas, U., Islam, K. M., Hussain, S., Baqir, M., & Muhammad, N. (2021). Impact Of Brand Image On Customer Loyalty With The Mediating Role Of Customer Satisfaction And Brand Awareness. *International Journal of Marketing Research Innovation*, pp. 5, 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>
- Abdillah Wijayanto, & Jogiyanto. (2019). *Structural equation modeling: Metode, teknik, dan aplikasi* (Edisi 3). Yogyakarta: Penerbit Andi.
- Abdillah Wijayanto, & Jogiyanto. (2019). *Konsep dan Aplikasi PLS (Partial Least Square). Untuk Penelitian Empiris*. Fakultas ekonomi, Universitas Gadjah Mada.
- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, p. 9, e15177. <https://doi.org/10.1016/j.heliyon.2023.e15177>:
- Akmal, R. A., & Trenggana, A. F. M. (2019). Pengaruh E-service Quality Dan Perceived Value Terhadap Kepuasan Pelanggan Pengguna Aplikasi M-tix Mobile Cinema Xxi. *eProceedings of Management*, 6(3), Article 3. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/11436>
- Anindya, A., & Mindhayani, I. (2021). Analisis Kepuasan Pelanggan De Laundry dengan Menggunakan Metode Customer Satisfaction Index dan Service Quality. *Jurnal INTECH Teknik Industri Universitas Serang Raya*, 7, 129–136. <https://doi.org/10.30656/intech.v7i2.3954>
- Aripin, Z. (2021). *Marketing Management*. Deepublish.
- Arviollisa, P. A. D., Chan, A., & Nirmalasari, H. (2021). Pengaruh Artificial Intelligence Terhadap Customer Experience (Studi Pada Pengguna Gojek Bandung, Jawa Barat). *AdBispreneur: Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*, 6(2), Article 2. <https://doi.org/10.24198/adbispreneur.v6i2.31076>
- Aulianto, D., Asmara, U., & Risqillah, A. (2020). Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Penonton Pengguna Aplikasi Tiket Bioskop Online. *Jurnal Teknologi Informasi Dan Komunikasi*, 10, 39–44. <https://doi.org/10.51903/jtikp.v10i2.135>



- Aurelia, A. (n.d.). 16 Bioskop di Bandung, Pilihan Buat Nonton Film. detikjabar. Retrieved 20 October 2023, from <https://www.detik.com/jabar/wisata/d-6070795/16-bioskop-di-bandung-pilihan-buat-nonton-film>
- Bell, E., Bryman, A., & Harley, B. (2022). *Business Research Methods*. Oxford University Press. <https://books.google.co.id/books?id=hptjEAAAQBAJ>
- Boudlaie, H., Shahidi, A., Kenarroodi, M., & Nik, B. K. (2020). A qualitative study of customer experiences in the retail industry. *Technium Social Sciences Journal*, pp. 8, 273–287. <https://doi.org/10.47577/tssj.v8i1.103>
- CINEMA 21. (n.d.). Profile. CINEMA 21. Retrieved 17 October 2023, from <https://21cinplex.com/21profile#>
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., Núñez-Barriopedro, E., & García-Henche, B. (2023). Strategic orientation towards digitization to improve supermarket loyalty in an omnichannel context. *Journal of Business Research*, 156, 113475. <https://doi.org/10.1016/j.jbusres.2022.113475>
- Dewi, D., Hajadi, F., Handranata, Y., & Herlina, M. (2021). The effect of service quality and customer satisfaction toward customer loyalty in the service industry. *Uncertain supply chain management*, 9(3), 631-636.
- Edy Rahmat, J., & Ariyanti, M. (2020). The Effect Of Product Quality, Service Quality, And Pricing On Customer Satisfaction And Loyalty Case Study On 4g Lte-Advanced Smartfren. *Asian Journal of Management Sciences & Education*, 9(4), 82–93.
- El-Adly, M. I. (2019). Modeling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, pp. 50, 322–332.
- Fang, Y.-H. (2019). An app a day keeps a customer connected: Explicating loyalty to brands and branded applications through the lens of affordance and service-dominant logic. *Information & Management*, 56(3), 377–391. <https://doi.org/10.1016/j.im.2018.07.011>
- Fehrer, J. A., Conduit, J., Plewa, C., Li, L. P., Jaakkola, E., & Alexander, M. (2020). Market shaping dynamics: Interplay of actor engagement and institutional work. *Journal of Business & Industrial Marketing*, 35(9), 1425–1439. <https://doi.org/10.1108/JBIM-03-2019-0131>
- Firmansyah, D. F. & A. (2019). *Pemasaran Jasa (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish.
- García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García,



- A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction, and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262. <https://doi.org/10.1016/j.smr.2017.07.003>
- Garson, G. D. (2016). *Partial Least Squares: Regression & Structural Equation Models*. Statistical Associates Publishing.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Switzerland: Springer International Publishing
- Hans, S., Fauzan, R., Purmono, B. B., Afifah, N., & Setiawan, H. (2023). The Relevance of iBox Store Atmosphere: Building Customer Satisfaction and Loyalty. *International Journal of Scientific Research and Management (IJSRM)*, 11(01), 4451-4457.
- Hardianawati, H. (2023). Analisis Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Kepuasan Pelanggan Berkah Laundry. *JMBA Jurnal Manajemen Dan Bisnis*, 9(2), Article 2.
- Haryanto. (2023). Saham CNMA dan Prospek Bisnis Bioskop Terbesar di Indonesia. Ajaib. <https://ajaib.co.id/saham-cnma-prospek-bisnis-bioskop/>
- Hasniati, H., Indriasar, D., & Sirajuddin, A. (2021). Pengaruh Customer Experience terhadap Repurchase Intention Produk Online dengan Customer Satisfaction sebagai Variable Intervening. *Management and Accounting Research Statistics*, 1, 11–23. <https://doi.org/10.59583/mars.v1i2.10>
- Hidayat, V. R., & Nuzil, N. R. (2023). Pengaruh Customer Experience, E-Service Quality Dan Customer Engagement Terhadap Customer Satisfaction Pada Konsumen Mobile Application E-Commerce Shoppe. *Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(4), Article 4. <https://doi.org/10.572349/mufakat.v2i4.1073>
- Indonesia, D. (n.d.). Ada 500 Bioskop di Indonesia pada Awal 2023, Terbanyak Cinema 21. *Dataindonesia*. Id. Retrieved 17 October 2023, from <https://dataindonesia.id/varia/detail/ada-500-bioskop-di-indonesia-pada-awal-2023-terbanyak-cinema-21>
- Indonesia, N. (n.d.). *Manajemen Jasa: Paradigma Jasa Modern dalam Industri Jasa*/Christina Whidya Utami, Fransisca Desiana Pranatasi, Christina Sudyasjayanti. Leksika Bookstore. Retrieved 1 November 2023, from <https://leksikabookstore.com/product-detail/manajemen-jasa--paradigma-jasa->



- modern-dalam-industri-jasa-christina-whidya-utami--fransisca-desiana-pranatasi-christina- sudyasjayanti1733
- Iskamto, D., & Gunawan, R. I. (2023). Impulse Purchase Behaviour on The Shopee Platform and The Role of Real-Time Commerce Marketing. *Jurnal Manajemen Bisnis*, 10(2), 444-461.
- Khasanah, M., Qusaeri, M. A. A., Khasbulloh, M. W., & Wiliyanto, W. (2023). Pengaruh Keunggulan Produk dan Keunggulan Layanan Terhadap Customer Loyalty di Toko Bangunan (TB) Nusa Jaya. *Innovative: Journal Of Social Science Research*, 3(4), Article 4.
- <https://doi.org/10.31004/innovative.v3i4.4615>
- Kotler. (n.d.). *Principles of Marketing*, Global Edition, 18/E. Retrieved 26 October 2023, from https://www.pearson.com/nl/en_NL/higher-education/subject-catalogue/marketing/Principles-of-Marketing-Kotler-Armstrong-18th-edition.html
- Kotler & Keller. (2020). *Marketing Management*, Global Edition, 16th Edition. Retrieved 1 November 2023, from <https://www.pearson.com/se/Nordics-Higher-Education/subject-catalogue/marketing/Kotler-Keller-Marketing-Management-Global-Edition-16e.html>
- Kotler, P., Keller, K.L., Chernev, A. (2022) *Manajemen Pemasaran: Edisi 16*. Inggris Pearson.
- Kushwaha, A. K., Kumar, P., & Kar, A. K. (2021). What impacts customer experience for B2B enterprises on using AI-enabled chatbots? Insights from Big data analytics. *Industrial Marketing Management*, pp. 98, 207–221. <https://doi.org/10.1016/j.indmarman.2021.08.011>
- Kusumanegara, A., & Rachmawati, I. (2023). The Effect Of Service Quality and Price On Customer Satisfaction and Loyalty in Telkomsel Cellular Operator Services. 1771–1780. <https://doi.org/10.46254/AN13.20230500>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. Scopus. <https://doi.org/10.1108/TQM-05-2019-0150>
- Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), 357–375. <https://doi.org/10.1108/JSOCM-10-2018-0122>
- Lena, M. L. (2019). *Metode Penelitian*. Malang: CV IRDHL Sujarweni, V. W, (2020). *Metodologi Penelitian*. Yogyakarta: Pustaka Baru Press



- Makudza, F. (2020). Augmenting customer loyalty through customer experience management in the banking industry. *Journal of Asian Business and Economic Studies*, 28(3), 191–203.
- Manajemen kualitas jasa: Desain servqual, QFD, dan Kano / Penulis, Dr. Tony Wijaya SE., M.M. ; editor, Bambang Sarwiji | OPAC Perpustakaan Nasional RI. (n.d.). Retrieved 1 November 2023, from <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1080937>
- Muhyiddin, H. (2022). Pengaruh Convenience to The Customer dan Customer Perceived Value and Benefit Terhadap Impulse Buying. *Jurnal ISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 19(1), Article 1. <https://doi.org/10.36451/jisip.v19i1.68>
- Muzhoffar, G. Z., Rachmawati, I., & Tantra, T. (2023). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan (Studi Pada Pengguna Indihome Di Bandung). *eProceedings of Management*, 10(2).
- Nurkholis, A., & Damayanti, D. (2023). Aplikasi Mobile Transaksi Jasa Penyeberangan Berbasis Framework React Native. *Jurnal Teknoinfo*, 17(2), Article 2. <https://doi.org/10.33365/jti.v17i2.2597>
- Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2019). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 38(2), 384–405. <https://doi.org/10.1108/IJBM-03-2019-0096>
- Paramitha, T., & Pranoto, H. (2023). Mediating Effect Of Video-On-Demand On Xxi's Customer Perceived Value And Loyalty. *Riset*, 5, 029–042. <https://doi.org/10.37641/riset.v5i2.251>
- Paulose, D., & Shakeel, A. (2022). Perceived Experience, Perceived Value, and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality & Tourism*, 23(2), 447–481. <https://doi.org/10.1080/1528008X.2021.1884930>
- Perkasa, F. B. P., & Emanuel, A. W. R. (2020). Gamifikasi sebagai Metode untuk Mendapatkan Customer Loyalty: Review Literatur. *AITI*, 17(1), Article 1. <https://doi.org/10.24246/aitiEL.v17i1.11-21>
- Purnama, A., & Prasetyo, F. A. (2023). Creative is not always lucrative: How grassroots film communities defy the 'creativisation of culture' in post-authoritarian Indonesia. *Continuum*, 37(1), 111–126. <https://doi.org/10.1080/10304312.2023.2185572>
- Rahardja, U., Hongsuchon, T., Hariguna, T., & Ruangkanjanases, A. (2021). Understanding impact sustainable intention of s-commerce activities: The role of



- customer experiences, perceived value, and mediation of relationship quality: Sustainability, 13(20), 11492.
- Rauf, A. (2022). Faktor – Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Menggunakan Jasa Transportasi Pada Pt. Sumber Jaya Trans. Dynamic Management Journal, 6(2), 102. <https://doi.org/10.31000/dmj.v6i2.6756>
- Sadya, S. (2023). Ada 500 Bioskop di Indonesia pada Awal 2023, Terbanyak Cinema 21. Dataindonesia. Id. <https://dataindonesia.id/varia/detail/ada-500-bioskop-di-indonesia-pada-awal-2023-terbanyak-cinema-21>
- Sari, N., & Siregar, A. P. (2019). Pengaruh Food Quality, Price, Service Quality dan Perceived Value terhadap Customer Loyalty pada Restoran Aneka Rasa Jambi dengan Customer Satisfaction sebagai Variabel Intervening. J-MAS (Jurnal Manajemen Dan Sains), 4(2), Article 2. <https://doi.org/10.33087/jmas.v4i2.121>
- Soeherman, H., Kusliansjah, Y. K., & Suriansyah, Y. (2023). Inventarisasi Ruang Informal Perkotaan Di Kawasan Pusat Pemerintahan Kota Bandung. Civil Engineering Collaboration, 18-23.
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir products, perceived value, and satisfaction on customer loyalty. Cogent Business & Management, 8(1), 1976468.
- Syahputri, A. Z., Fallenia, F. D., & Syafitri, R. (2023). Kerangka Berfikir Penelitian Kuantitatif. Tarbiyah: Jurnal Ilmu Pendidikan dan Pengajaran, 2(1), Article 1.
- Tanujaya, B., Prahmana, R., & Mumu, J. (2023). Likert Scale in Social Sciences Research: Problems and Difficulties. FWU Journal of Social Sciences, 16, 89–101. <https://doi.org/10.51709/19951272/Winter2022/7>
- Tjiptono, F. (2022). Service Management: Mewujudkan Layanan Prima Edisi 4. Penerbit Andi.
- Wahyuni, D., & Ihsanuddin. (2021). Pengaruh Perceived Value Terhadap Behavioral Loyalty melalui Customer Satisfaction Sebagai Variabel Pemediasi pada Pengguna Credit Card Co-Branding Bank Aceh. Jurnal Samudra Ekonomi dan Bisnis. <https://ejurnalunsam.id/index.php/jseb/article/view/1321>
- Wardhana, A. (2021). Konsep Bauran Pemasaran 4P dan 7P (pp. 113–126).
- Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). Jurnal Pendidikan Tambusai, 7(1), 2896–2910. <https://doi.org/10.31004/jptam.v7i1.6187>



- Wiguna, N. A. S., Ramdan, A. M., & Norisanti, N. (2022). Analisis Inovasi Layanan Drive Thru Dan Perceived Value Terhadap Kepuasan Konsumen Makanan Cepat Saji Di Masa Pandemi Covid-19. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(3), 1505–1509. <https://doi.org/10.37385/msej.v3i3.586>
- Wirtz, J., & Lovelock, C. (2021). *Services Marketing: People, Technology, Strategy* (9th ed.). World Scientific (US). <https://doi.org/10.1142/y0024>
- Wuisan, D., & Elton, K. (2021). The Effect of Experience Quality, Customer Perceived Value and Customer Satisfaction on Customer Loyalty of Outdoor Restaurants During the Covid-19 Pandemic. *Conference Series*, 3(2), 511–519. <https://doi.org/10.34306/conferenceseries.v3i2.618>
- Zaid, S., & Patwayati, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(4), 983–992. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>
- Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), Article 4. <https://doi.org/10.3390/foods9040460>

