

RINGKASAN

Kebutuhan akan kesenangan merupakan salah satu kebutuhan konsumen. Industri hiburan dibangun berdasarkan kebutuhan konsumen akan kesenangan. Dengan kondisi ini, salah satu bioskop terbesar di Indonesia, CGV Cinemas, membuka cabang di Purwokerto sejak 29 Desember 2016, di lantai 5 Rita Supermall Purwokerto. Kehadiran Bioskop CGV menghilangkan kesan monopoli yang terjadi di jaringan bisnis bioskop di Purwokerto, karena sebelumnya didominasi oleh Rajawali Cineplex. Mengingat CGV Cinemas yang sudah membuka cabang di berbagai kota di Indonesia dapat disimpulkan bahwa CGV Cinemas telah berhasil menjadi market leader di bidang bioskop. Oleh karena itu, CGV Cinemas perlu memeriksa faktor apa yang membuat konsumen Bioskop CGV berniat untuk membeli kembali. Berdasarkan permasalahan di atas, penelitian ini dilakukan untuk menganalisis komponen dari *servicescape* (lingkungan fisik), *service quality* (kualitas layanan), dan *corporate image* (citra perusahaan) terhadap *repurchase intention* (niat beli kembali). Metodologi penelitian yang digunakan untuk penelitian ini adalah studi kasus dengan metode penelitian survei. Teknik *convenience sampling* yang berasal dari teknik *sampling non probability* digunakan untuk pemilihan sampel. Sampel penelitian ini adalah 153, berasal dari konsumen Purwokerto yang telah menonton film di CGV Cinemas service. Software statistik SPSS dan AMOS digunakan untuk menganalisa data. Penelitian ini memiliki implikasi bagi para manajer; Karena mereka bisa merumuskan strategi pemasaran berdasarkan hasil penelitian. Karena keterbatasan peneliti, beberapa responden tidak membaca pertanyaan dengan jelas dan beberapa jawaban yang dikumpulkan tidak tepat mewakili persepsi mereka.

Kata Kunci: Servicescape, Service Quality, Corporate Image, Repurchase Intention

SUMMARY

The need for pleasure is one of consumer needs. The entertainment industry is built on consumers' need for pleasure. With this condition, one of the biggest movie cinemas in Indonesia, CGV Cinemas, opened branches in Purwokerto since December 29th, 2016, at 5th floor Rita Supermall Purwokerto. The presence of CGV Cinemas eliminated the monopoly impression that occurs in the cinema business network in Purwokerto, because it was previously dominated by Rajawali Cineplex. Moreover, since CGV Cinemas already open its branches in many cities in Indonesia it can be concluded that CGV Cinemas has succeed to be market leader in the field of movie cinema. Therefore CGV Cinemas need to examine what factors make customers of CGV Cinemas have an intention to repurchase. Based on the problems above, this research was conducted to analyze the servicescape component, service quality, and corporate image toward repurchase intention. The research methodology used for this study is a case study with survey research method. Convenience sampling technique derived from non-probability sampling techniques are used for sample selection. The sample of this research is 153, came from consumers in Purwokerto who have been watching movies at CGV Cinemas service. Statistical software SPSS and AMOS is used to analyze the data. The research has implications for managers; because they can formulate a marketing strategy based on research findings. Because the limitations of the researchers, some respondents not read the question clearly and some of the collected answers are not exactly represent to their perception.

Keywords: *Servicescape, Service Quality, Corporate Image, Repurchase Intention*