

RINGKASAN

Penelitian ini merupakan studi kasus pada penonton Rajawali *Cinema* Purwokerto. Penelitian ini mengambil judul: “Pengaruh *Tangibility*, Kualitas Film, Persepsi Harga, dan Lokasi terhadap Minat Beli Ulang dan Kepuasan Pelanggan sebagai Variabel Mediasi (Studi pada penonton Rajawali *Cinema* Purwokerto)”. Tujuan dilakukan penelitian ini untuk mengetahui serta menemukan bukti empiris pengaruh *tangibility*, kualitas film, persepsi harga, dan lokasi terhadap minat beli ulang dan kepuasan pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini yaitu responden yang pernah menonton di Rajawali *Cinema* Purwokerto. Sampel dalam penelitian ini sebanyak 150 responden. Penentuan sampel menggunakan metode *purposive sampling*. Berdasarkan hasil penelitian dan analisis data menggunakan *Structural Equation Modelling* (SEM) menunjukkan bahwa: (1) *Tangibility* berpengaruh positif dan signifikan terhadap Minat Beli Ulang. (2) Kualitas Film berpengaruh positif terhadap Minat Beli Ulang. (3) Persepsi Harga berpengaruh positif terhadap Minat Beli Ulang. (4) Lokasi berpengaruh positif terhadap Minat Beli Ulang. (5) Kepuasan Pelanggan berpengaruh positif terhadap Minat Beli Ulang. (6) Kepuasan Pelanggan memediasi pengaruh *Tangibility* terhadap Minat Beli Ulang. (7) Kepuasan Pelanggan tidak memediasi pengaruh Kualitas Film terhadap Minat Beli Ulang. (8) Kepuasan Pelanggan memediasi pengaruh Persepsi Harga terhadap Minat Beli Ulang. (9) Kepuasan Pelanggan tidak memediasi pengaruh Lokasi terhadap Minat Beli Ulang.

Implikasi dari kesimpulan diatas, sebagai upaya terus meningkatkan minat penonton untuk melakukan pembelian ulang, pihak manajemen pemasaran Rajawali *Cinema* Purwokerto perlu memprioritaskan berbagai kebijakan yang terkait dengan *tangibility*, kualitas film, persepsi harga dan kepuasan pelanggan. Cara-cara yang dapat dilakukan diantaranya adalah dengan membangun dan atau melakukan renovasi terkait dengan sarana dan prasarana fisik yang dibutuhkan oleh para konsumen dalam menikmati layanan film, terus berupaya untuk meningkatkan kualitas video, audio dan film-film yang ditayangkan di bioskop. Di samping itu, pihak manajemen Rajawali *Cinema* Purwokerto juga harus mampu memenuhi

berbagai kebutuhan, keinginan dan harapan-harapan konsumen terkait dengan produk dan layanan film demi meningkatkan kepuasan penonton dan minat beli ulang di Rajawali Cinema Purwokerto.

Kata Kunci: *Tangibility*, Kualitas Film, Persepsi Harga, Lokasi, Minat Beli Ulang, Kepuasan Pelanggan

SUMMARY

This research is a case study in Rajawali Purwokerto cinema viewers. This study took the title: "The Effect of Tangibility, Film Quality, Price Percentage, and Location on Repurchase Interest and Customer Satisfaction as Mediation Variables (Study on Rajawali Cinema Purwokerto viewers)". The purpose of this research is to study also find empirical evidence of the influence of tangibility, film quality, price perception, and location on repurchase interest and customer satisfaction as mediating variables. The population in this study were respondents who had watched in the Rajawali Cinema Purwokerto. The sample in this study were to 150 respondents. Determination of the sample using purposive sampling method. Based on the results of research and data analysis using Structural Equation Modeling (SEM) shows that: (1) Tangibility has a positive and significant effect on Repurchase Interest. (2) Film quality is positively valued on Repurchase Interest. (3) Positive Price Perception on Repurchase Interest. (4) Positive location of Repurchase Interest. (5) Positive Customer Satisfaction with Repurchase Interest. (6) Customer Satisfaction mediates the effect of tangibility on Repurchase Interest. (7) Customer Satisfaction does not mediate the effect of Film Quality on Repurchase Interest. (8) Satisfaction Mediates the effect of Price Perception on Repurchase Interest. (9) Customer Satisfaction does not mediate Location orientation towards Repurchase Interest.

Implication of the conclusions above, As opposed to increasing the interest of visitors to buy back, the management of Rajawali Cinema Purwokerto needs to prioritize various policies related to tangibility, film quality, price perception and customer satisfaction. The ways that can be done related to the making and improvement of the physical means and infrastructure required by customers to enjoy film services, continue to improve to improve the quality of video, audio and films that are shown in theaters. In addition, the management of Rajawali Cinema Purwokerto also has to provide various needs, desires and expectations of customers related to film products and services in order to increase audience satisfaction and repurchase interest in Rajawali Cinema Purwokerto.

Keywords: Tangibility, Film Quality, Price Perception, Location, Repurchase Interest, Customer Satisfaction