Analysis Customer Satisfaction and its Implications for Customer Loyalty and Purchase Intention for Cinepolis Cinemas Tickets

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A B S T R A K

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas E-service, persepsi harga, citra merek, dan nilai yang dirasakan terhadap kepuasan pelanggan, serta implikasinya terhadap loyalitas pelanggan dan niat beli tiket Cinepolis Cinemas. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 120 responden sebagai sampel. Metode penentuan sampel menggunakan pendekatan non-probability sampling *dengan menggunakan formula* purposive sampling. *Hasil penelitian menunjukkan bahwa persepsi harga, citra merek, dan nilai yang dirasakan secara positif dan signifikan memengaruhi kepuasan pelanggan. Selain itu, kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dan niat beli. Meskipun demikian, kualitas E-service memiliki efek positif namun tidak signifikan terhadap kepuasan pelanggan. Oleh karena itu, disimpulkan bahwa untuk menjaga kepuasan pelanggan terhadap tiket Cinepolis Cinemas, perusahaan perlu meningkatkan aspek kualitas E-service terutama dalam hal kelengkapan fitur pembayaran online dan keamanan data bagi pengguna layanan online. Penelitian ini memberikan wawasan yang berharga bagi perusahaan dalam meningkatkan kepuasan pelanggan, loyalitas pelanggan, dan niat beli melalui peningkatan persepsi harga, citra merek, nilai yang dirasakan, dan kualitas E-service. Implikasi dari temuan ini dapat membantu perusahaan dalam mengembangkan strategi pemasaran yang lebih efektif dan meningkatkan pengalaman pelanggan secara keseluruhan.*

A B S T R A C T

This study aims to analyze the effect of E-service quality, price perception, brand image, and perceived value on customer satisfaction, as well as its implications for customer loyalty and ticket purchase intention of Cinepolis Cinemas. This study used a quantitative approach involving 120 respondents as a sample. The sampling method uses a non-probability sampling approach using a purposive sampling formula. The results showed that price perception, brand image, and perceived value positively and significantly affect customer satisfaction. In addition, customer satisfaction also has a positive and significant effect on customer loyalty and purchase intent. Nevertheless, the quality of E-service has a positive but not significant effect on customer satisfaction. Therefore, it is concluded that to maintain customer satisfaction with Cinepolis Cinemas tickets, companies need to improve the quality aspects of E-service, especially in terms of completeness of online payment features and data security for online service users. This research provides valuable insights for companies in improving customer satisfaction, customer loyalty, and purchase intent through improving price perception, brand image, perceived value, and E-service quality. The implications of these findings could help companies develop more effective marketing strategies and improve the overall customer experience.

1. INTRODUCTION

Customer behavior in the form of customer participation has been linked in the literature relating to customer service quality and customer satisfaction (Fotiadis, 2019; Zhang & He, 2014). Technological developments have changed the interaction in marketing communications from face-to-face to screen to

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face (Ginantra et al., 2020; Kietzmann & Pitt, 2020). This has increased interest in online shopping for internet users worldwide, especially in Indonesia. The map of increasingly competitive business competition is marked by the changing preferences and behavior of customers as well as the rapid development of information technology (Har Lee et al., 2011; Rezeki et al., 2021). Companies or organizations focus on business development and sustainability by consistently paying attention to and responding to customer satisfaction (Lie et al., 2023; Sinaga et al., 2020). The consistency of the company can be seen from the efforts of producers who try to meet the needs and desires of consumers by offering various types of products so that the implications of this can encourage companies to place their orientation on customer satisfaction as their main goal (Richard et al., 2017; A. Sudirman et al., 2021). One type of company that needs to improve its consistency with customers is a company engaged in the service sector, namely cinemas. After the pandemic, the growth in the number of viewers is currently a small increase. This is because service providers must fully control and improve the many factors influencing audiences to buy tickets at cinemas, especially Cinepolis Cinemas (Vo et al., 2019; Widati, 2022).

Information technology and telecommunications development have also made the market dynamic, requiring business people to constantly improvise and innovate to retain their customers (Ayo et al., 2016; Le, 2020). The current ticket marketing system for Cinepolis Cinemas has gone through the internet. This is more commonly heard with the term E-service quality. E-Service Quality is designed as an extension of the ability of a site to facilitate shopping, purchasing, and distribution of tickets effectively and efficiently (Kundu & Datta, 2018; Vo et al., 2019). E-service quality can be defined as the degree to which a website facilitates the efficient and effective shopping, purchasing, and delivery of products and services. As stated in the definition above, what is meant by good service is comprehensive, which includes aspects of pre and post-website services (Demir et al., 2020; Noori, 2022). Previous research propose that aspects of good service apart from serviceability, accessibility, security, privacy and efficiency are very important factors in online purchases (Kundu & Datta, 2018; Raza et al., 2020). As mentioned in the literature above, good service characteristics are partially represented in the electronic service quality scale. Research result which stated that examines online buying behavior, conveys that E-service quality significantly affects customer satisfaction (Kaya et al., 2019; Sheu & Chang, 2022).

Price interpretation is often interpreted as the amount of money individuals spend to obtain a product or service (Zhong & Moon, 2020; Sudirman et al., 2021). Generally, price is the value customers provide in exchange for the benefits of using a product or service (Kaura et al., 2013; Kotler & Keller, 2016). Each price charged by the company will generate a different level of demand and will have a different effect on the marketing objectives (Kaura et al., 2013; Kotler & Keller, 2016). On the other hand, prices play an important role in producing customer satisfaction because customers always evaluate the value of their purchases with the price. Research results concluded that price perception is one of the strong stimulants to shape customer satisfaction when shopping using the internet (Goularte & Zilber, 2018; Lolo, 2020). This was later reaffirmed by similar research which stated that emotional attachment to price perceptions attached to a product can trigger and shape customer satisfaction (Erjavec et al., 2016; Ouyang et al., 2019). If the customer assesses the price offered is not following the quality obtained, then this will cause a decrease in purchasing power, and vice versa if the price offered is following the quality obtained, then this will form stronger customer satisfaction. Perceived price has a significant relationship with customer satisfaction, thus proving that this variable is an important predictor of customer satisfaction (Ali, Amin, & Ryu, 2016; Halim et al., 2021).

Brand image refers to consumer knowledge and evaluation of a brand. In other words, the brand image refers to consumer feelings about a company or product based on subjective and emotional phenomena (Chao et al., 2015; Vimla & Taneja, 2020). Therefore, brand image is a very important factor in the brand development of a product. Businesses with a favorable image will get a better market position. Therefore, for companies measuring brand image is one of the urgent things to identify the company's opportunities in the market. Therefore, a reputable brand image allows customers to differentiate brand needs, differentiate the company from others, and increase customer satisfaction with the product brand (Mohammed & Rashid, 2018; Thanabordeekij & Syers, 2020). Previous research results explained that brand image is a representation of brand perception, brand image is related to attitudes, beliefs, and preferences towards a brand because consumers will prefer or make purchases of brand images that have a positive image of the chosen brand and will allow them to make purchases online sustainable (Nurhandayani et al., 2019; Vierdwiyani & Syafarudin, 2020). Brand image is an important stimulant for forming customer perceptions of a product, so the implications of a strong brand will encourage increased satisfaction.

The desirability of a product, its quality, how well it meets customer expectations, and its price to other similar products are important factors in perceived value. Perceived value is a process in which a company determines a product price by considering the company's brand and how much customers are

willing to pay for the product (Cuong, 2020; Samudro et al., 2020). This strategy is a marketing strategy that is often used because customers usually need to pay attention to the amount of capital issued by the company. They tend to care more about the value they will get. Customers quickly give their opinion of a product or service based on their satisfaction and cost (Lanin & Hermanto, 2019; Uzir et al., 2020). Marketers will pay attention to the customer's perceived value by trying to make their product that has a better value when the customer uses it (Afwa et al., 2021; Dovaliene et al., 2015). In certain cases, customers give their perception or opinion about a product or service based on its price, not its attributes and quality (Jalil et al., 2016; Kurniawan et al., 2020). Various factors drive perceived value for different customers, and it is the job of marketing professionals to find ways to increase the perceived value of their products. Similar research results stated that customer satisfaction could be formed because they get more value for the products they buy (El-Adly, 2019; Slack et al., 2020). Good perceived value will form a high level of customer satisfaction, leading to customers buying the product on an ongoing basis (Setiawan & Patricia, 2022; Sutiksno et al., 2020).

Consumer satisfaction describes the response or feeling that arises when there is a comparison process between the expected desires and the reality received. Satisfaction is a picture of consumer feelings for the use of a product or service which has implications for evaluating and responding to the actual performance of a product (Abd Wahab et al., 2016; A. Sudirman, Sherly, S., et al., 2020). In marketing activities, practitioners and academics believe that customers can assess service performance compared to expectations before buying or consuming a product. Equivalence will lead to compatibility and vice versa, disparities will cause incompatibility. Therefore, efforts are needed to satisfy consumer needs oriented toward benefits for the consumer and the company to create a sustainable relationship between the two parties (Lie et al., 2019; Susanti et al., 2022). Changes in the environment and technology have implications for patterns of consumer behavior that are not permanent a choice, and the implications can be felt when customers have varying levels of loyalty. Customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining the company's survival, this is the main reason for a company to attract and retain them (Kristianto & Wahyudi, 2019; A. Sudirman, Sherly, S., et al., 2020). Efforts to get loyal customers can only be made in stages, but through several stages, from finding potential customers to getting partners (A. Sudirman, Efendi, et al., 2020; Thakur, 2014). Efforts to get loyal customers cannot be done all at once, but through several stages, from finding potential customers to getting partners (Mohd Thas Thaker et al., 2019; Sinaga et al., 2020). Research results maintaining them means improving financial performance and maintaining the viability of the company, this is the main reason for a company to attract and retain them. Efforts to get loyal customers can only be done in stages, but through several stages, from finding potential customers to getting partners. Previous research result, which examines online purchasing behavior, conveys that customer satisfaction significantly affects customer loyalty (Abadi et al., 2020; Tazkani & Halimatussakdiah, 2019).

The main objective of this research is to analyze the influence of E-service quality, perceived price, brand image, and perceived value on customer satisfaction, as well as the implications for customer loyalty and intention to purchase Cinepolis Cinemas tickets. Thus, it is hoped that this research can make a significant contribution to the understanding of the factors that influence customer satisfaction and customer loyalty in the context of online cinema ticket purchases. It is hoped that the implications of this research can help companies develop more effective strategies to increase customer satisfaction, strengthen customer loyalty, and increase customer purchase intentions in an increasingly competitive digital market era.

2. METHODS

This type of research is carried out using a quantitative approach, namely research using research instruments and quantitative data analysis to test predetermined hypotheses (Sugiyono, 2013). The location of this research was conducted in the city of Pematang Siantar, North Sumatra. To determine the sample size used, a non-probability sampling method. The sampling technique is oriented towards a purposive sampling approach, so the number of samples that will be used in this study is 120 people. The characteristics of the research sample included purchasing Cinepolis Cinemas tickets more than once and making purchases online through an application. Next, the researcher tested the hypothesis using a variant-based Structural Equation Modeling (SEM) called Partial Least Square (PLS) and the SmartPLS version 3.0 application as a tool to analyze it. Measurement of exogenous and endogenous variables uses previous references that are relevant to the research topic and research variables already presented in Table 1.

Table 1. Operational Definition of Research Variables

Variable	code	Items	Reference
E-Service Quality	ES1	System Availability	(Kundu & Datta, 2018; Zehir et al., 2014)
	ES2	Efficiency	
	ES3	Fulfillment	
	ES4	Privacy	
	ES5	Security	
Price Perception	PP1	Price compared to expectations	(Erjavec et al., 2016; Ouyang et al., 2019)
	PP2	Price compared to other companies	
	PP3	Price compared to quality	
Brand Image	BI1	Good reputation of cinema cinepolis	(Vimla & Taneja, 2020; Yuan et al., 2020)
	BI2	Excellent facilities of cinema cinepolis	
	BI3	Comfortable environment of cinema cinepolis	
	BI4	Trust in the cinema cinepolis	
	BI5	Proper attitude of cinema cinepolis	
Perceived Value	PV1	emotional values	(Slack et al., 2020; Tran & Le, 2020)
	PV2	Social values	
	PV3	Functional value (price/value for money)	
	PV4	Functional values (performance/quality)	
Customer Satisfaction	CS1	Satisfaction with cinema cinepolis	(Samudro et al., 2020; Vimla & Taneja, 2020)
	CS2	Satisfaction towards utilities	
	CS3	Expected satisfaction toward future revisit	
Customer Loyalty	CL1	Purchase	(Gorondutse & Hilman, 2014; Shahid Iqbal et al., 2018)
	CL2	Attitude	
	CL3	Cognition	
Purchase Intentions	PI1	Attention	(Chandra & Wirapraja, 2020; Dash et al., 2021)
	PI2	Interest	
	PI3	Desire	
	PI4	Action	

3. RESULTS AND DISCUSSIONS

Results

Table 2. Descriptions of Research Respondents

Categories	Details	amount	Percentages
Gender	Men	48	40%
	Woman	72	60%
Age	20-29 years	34	28%
	30-39 years	46	38%
	40-49 years	22	18%
	50-59 years	18	15%
Level of Education	high school	16	13%
	D1 to D3	24	20%
	Bachelors	60	50%
	Masters	20	17%
Income Level (in Rupiah)	< IDR 1,000,000	12	10%
	IDR 1.000.000-IDR 2.000.000	38	32%
	IDR 2.000.000-IDR 5.000.000	55	46%
	> IDR 5.000.000	15	12%

Based on Table 2, it is known that the characteristics of the male research respondents were 40% and females 60%. For the age category, most respondents have an age range of 30-39 years (38.34%), and the dominant level of education is Bachelor's (50%). The highest level of income (in rupiah) is in the range of IDR 2. 000.000-Rp 5.000.000 (45.83%).

Outer Model Measurement

In measuring the outer model, validity and reliability tests were conducted. The loading factor and AVE determine a convergent validity testing with the condition that the loading factor is above 0.7 and the AVE value is 0.5 (Hair, 2014). The model reliability test, is seen from the value of Cronbach's alpha and composite reliability (CR), which has a value higher than 0.7. The following will show an explanation of the measurement of the outer model, which is presented in Table 3.

Table 3. Outer Model Measurement Results

Constructs/Items	Outer Loadings	Cronbach's alpha	CR	AVE
E-Service Quality		0.962	0.971	0.869
ES1	0.954			
ES2	0.886			
ES3	0.899			
ES4	0.957			
ES5	0.962			
Price Perception		0.780	0.728	0.694
PP1	0.795			
PP2	0.875			
PP3	0.828			
Brand Image		0.888	0.918	0.693
BI1	0.890			
BI2	0.856			
BI3	0.847			
BI4	0.775			
BI5	0.790			
Perceived Value		0.918	0.942	0.803
PV1	0.912			
PV2	0.862			
PV3	0.885			
PV4	0.924			
Customer Satisfaction		0.897	0.936	0.830
CS1	0.858			
CS2	0.920			
CS3	0.952			
Customer Loyalty		0.840	0.903	0.757
CL1	0.878			
CL2	0.883			
CL3	0.850			
Purchase Intentions		0.880	0.918	0.738
PI1	0.924			
PI2	0.806			
PI3	0.934			
PI4	0.761			

In the validity test, it was obtained that the value of each loading factor on the indicators of the variables of emotional intelligence, spiritual intelligence, job satisfaction, and teacher performance was above 0.7 and above 0.5 for the average variance extracted (AVE) value. Furthermore, for Cronbach's alpha value and composite reliability, the value for each variable was above 0.7, which showed that all research variables had good reliability values. With these good values, it can be used as an overview that the condition of the relationship between variables was also good so that further tests can be carried out.
Inner Model Measurement. Inner model measurement was carried out by bootstrapping research data using SmartPLS 3.2.9. There were two results obtained from bootstrapping, the first was the significance of the two related variables, and also the R-square of the study. The value of the R-square is the value that shows the ability of exogenous variables to build endogenous variables. There are three categories of R-square values, in which if the R-square value is 0.19, the relationship between exogenous variables forming endogenous variables is weak, if it is 0.33, it means that the relationship is moderate, and if the value is is 0.67, it means that the relationship is strong (Ghozali, 2014).

Table 4. Calculation Results of the R-Square Value

Notes	R Square	R Square Adjusted
Customer Satisfaction	0.627	0.614
Customer Loyalty	0.410	0.405
Purchase Intentions	0.353	0.347

Judging from the R-square value for the endogenous variable customer satisfaction, a value of 0.627 is obtained, this indicates that overall the ability of exogenous variables to explain customer satisfaction is strong. Then for the endogenous variables, customer loyalty and purchase intention obtained values of 0.410 and 0.353 whose values ranged from 0.33-0.67, this shows that overall the ability of the exogenous variables to explain the variables of customer loyalty and purchase intention is moderate. Furthermore, to prove the hypothesis, a significance test was carried out to determine the relationship between the exogenous variables and the endogenous variables. The significant criterion is seen from the p-value. With a significance level of 5%, if the p-value between the exogenous and endogenous variables is less than 0.05, it means that the exogenous variable has a significant effect on the endogenous variable, conversely, if the value is greater than 0.05, it means that the exogenous variable has no significant effect on constructing the endogenous variable. In the following, the results of the hypothesis test are presented, which are explained in Figure 1, and Table 5.
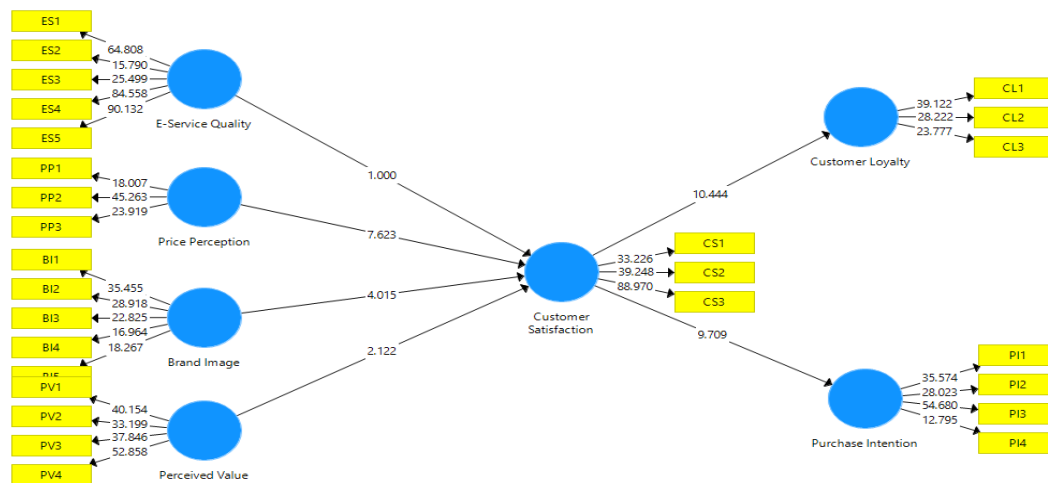

Figure 1. Hypothesis Testing Results

Table 5. Hypothesis Test Results

Path Between Variables	Coefficient	t-count	P-Value	Conclusion
E-Service Quality >>Customer Satisfaction	0.086	1.000	0.318	Rejected
Price Perception >>Customer Satisfaction	0.451	7.623	0.000	Accepted
Brand Image>>Customer Satisfaction	0.274	4.015	0.000	Accepted
Perceived Value>>Customer Satisfaction	0.166	2.122	0.034	Accepted
Customer Satisfaction>>Customer Loyalty	0.641	10.444	0.000	Accepted
Customer Satisfaction>>Purchase Intentions	0.594	9.709	0.000	Accepted

Based on the results of the processed data presented in Table 5, it is known that from the six hypotheses compiled one hypothesis was rejected and the other five hypotheses were accepted. To test the hypothesis that was rejected, namely the effect of E-service quality on customer satisfaction as evidenced by the acquisition of a p-value of 0.318 above 0.05. Then for the accepted hypothesis, namely the effect of price perception, brand image, and perceived value on customer satisfaction and the effect of customer satisfaction on customer loyalty and purchase intention as evidenced by the acquisition of a p-value of 0.000 below 0.05.

Discussion

The first hypothesis test (H1) results show that E-service quality has a positive but insignificant effect on customer satisfaction. System availability, one of the indicators for measuring E-service quality, still needs to be considered stronger and perform optimally. The weakness that is often experienced by

customers when ordering Cinepolis tickets online is the inability to monitor the expected quality following the perceived important weight and level of performance of the different purchasing criteria of each customer followed by no effort to dig up information from the market that should be done by cinepolis app. This condition is supported by some customer experiences when online ordering and paying for Cinepolis tickets facing obstacles. The obstacle in question is the need for more availability of the ticket payment feature in the Cinepolis application, which still provides payment features by credit card and OVO. Furthermore, failures that often occur when making payments with OVO make it difficult for customers to change ticket payment methods with other payment features (Boon-Itt, 2015; Shahid Iqbal et al., 2018). On the other hand, employees' responses to customer needs and requests when experiencing payment problems, including further grouping of special requests and acknowledged customer errors, still need to be optimally handled. This condition illustrates that the employee's response to service delivery system failures is still weak (Zehir et al., 2014; Zehir & Narcıkara, 2016).

The second hypothesis test (H2) results show that price perception positively and significantly affects customer satisfaction. The perception of ticket prices following the application and customer expectations will certainly impact customer satisfaction. In addition, the price offered by Cinepolis is directly proportional to the quality of the films shown and the ticket prices compared to other cinema ticket prices, which are still more economical. In running a business, determining prices or being the final determinant is important in business trips. Price itself is not necessarily just a number however, price is the most powerful way to communicate a product to potential buyers (Maczuga et al., 2014; Mansour & Barandas, 2017). A higher price usually means the buyer will expect the product to be purchased for better quality. However, if a product that is supposed to be expensive is lowered in value, the prospective buyer will usually have high suspicions about its quality (Ali, Amin, & Cobanoglu, 2016; Ali, Amin, & Ryu, 2016). This has been felt by some customers of the Cinepolis application who think that the price offered has met their expectations. Thus, offering prices that match their expectations will affect the level of satisfaction using the cinepolis application.

The third hypothesis test (H3) results show that brand image positively and significantly affects customer satisfaction. Brand personality brings human psychology to be immersed in a brand, such as imaginative, happy, and resilient (Khoo, 2020; Srivastava & Sharma, 2013). This must be reflected in the brand identity or message the cinepolis application communicates through its promotional channels. A brand will have a strong image if the brand personality matches the customer's personality. In other words, the customer impression is the same as what the cinepolis app wants to create. This similarity ultimately creates a bond between brands and customers. Brand image is very important for the successful marketing and sales of products and a source of competitive advantage (Nawi et al., 2019; Shafaei, 2017). If the cinepolis app has a strong positive brand image, customers will be loyal to its various product lines. They are willing to buy without hesitation. A successful and proven brand image creates customer satisfaction and customer loyalty. Price increases tend not to affect customer interest in Cinepolis application products. A strong brand image and a quality reputation make it easy for the cinepolis application to attract new customers. Cinepolis application efforts to attract new customers may be lighter. Customers are often happy to recommend it to their friends or family members.

The fourth hypothesis test (H4) results show that perceived value positively and significantly affects customer satisfaction. The process of how an individual, group, and organization selects, buys, uses, and utilizes goods, services, ideas, or experiences to satisfy their needs and desires is a factor of study and research in marketing. The customer behavior model can be seen in how customers make purchasing decisions (Dam & Dam, 2021; Tran & Le, 2020). Behavior-seeking product diversity is where customers buy different products based on customer desires for new products (Fauzi & Tantra, 2023; Viejo-Fernández et al., 2020). There is low customer engagement but the most important brand consideration for cinepolis application products. In this behavior aims to find variations in the use of the product. If the perceived value obtained is high, many customers are satisfied with the products offered by the Cinepolis application. Conversely, if the perceived value is low, the customer is not satisfied with the product offered by the Cinepolis application. By managing the perceived value above, it will provide great benefits for cinepolis applications, especially to create customer satisfaction, loyalty and loyalty, impact on the development of customer market share,

The fifth hypothesis test (H5) results show that customer satisfaction positively and significantly affects customer loyalty. Satisfaction is a state in which a person's needs and expectations are met. A product is considered satisfactory if the product can meet the needs or desires expected by the customer. If a customer is dissatisfied with a product, be it in the form of goods or services provided, the product is certain to be a failed product. It can also be said that the more Cinepolis application products can satisfy customers, the more effective these products will be and the implications will increase customer loyalty. Cinepolis applications that develop customer-oriented marketing programs should strive to gain important customer

insights, focusing on various aspects of consumer buying behavior. The consistency of the cinepolis application can be seen from the cinepolis application business which tries to meet the needs and desires of customers by offering various types of products so that the implications of this can encourage companies to place their orientation on customer satisfaction as their main goal (Park & Tran, 2018; Satriadi et al., 2022). Customer satisfaction is measured by how much customer expectations about products and services match the expectations of the actual performance of a product or service. This factor is the urgency for customers to encourage repurchasing behavior of a product or service by focusing on various aspects of consumer buying behavior (Alyahya et al., 2023; Xu et al., 2017).

The sixth hypothesis test (H6) results show that customer satisfaction positively and significantly affects purchase intention. The formation of the concept of satisfaction is currently experiencing dynamic changes that are oriented towards changes in the information environment. These changes have formed a new paradigm of changing customer expectations followed by increased customer experience. Low product performance is likely to provide an alternative evaluation for customers to look for similar replacement products from competitors so that it has implications for a decrease in the level of sales of goods or services offered by the cinepolis application and the subsequent consequence is a decrease in the profit of the cinepolis application. A big role in determining whether a product is good or bad depends on the confidence level and customer expectations (H. J. Chen, 2018; L. Y. Chen, 2013). Initiatives from satisfaction are believed to form a new cognitive for customers regarding the performance of a product. The implications of this are interpreted as the customer's resilience to make purchases repeatedly. In other words, in addition to cognitive understanding regarding the disconfirmation of expectations, the feelings that arise in the post-purchase process affect feelings of satisfaction or dissatisfaction with the product purchased. This factor is the urgency for consumers to encourage repurchasing behavior of a product or service (W. C. Chen et al., 2019; Li et al., 2014).

The implications of these findings indicate that E-service quality, perceived price, brand image, perceived value, customer satisfaction, customer loyalty, and purchase intention are interrelated and have an impact on the overall customer experience in using the Cinepolis application. By understanding these factors, the Cinepolis app can improve marketing strategies, customer service and user experience to create a more satisfying environment and build stronger relationships with customers. However, there are several limitations in this research, such as sample limitations and data collection methods, which need to be considered in future research. Therefore, it is recommended to conduct further research with a larger sample and use more diverse data collection methods to gain a more comprehensive understanding of the factors that influence customer satisfaction and customer loyalty in the context of the Cinepolis application.

4. CONCLUSION

The results of data analysis confirmed that five hypotheses were declared accepted and one hypothesis was declared rejected. The results of data analysis concluded that price perception, brand image and perceived value have a positive and significant effect on customer satisfaction. These results prove that price perceptions and brand image play an important role in shaping consumer behavior, especially those related to customer satisfaction. If the ticket price offered is following customer expectations and the brand image purchased is following customer needs, then this will form a strong customer satisfaction. The results of further research also confirm that customer satisfaction has a positive and significant effect on customer loyalty and purchase intention. This happens because satisfied customers tend to be loyal to the products they buy quickly, so the implication is that consumer behavior in determining purchases can be made easily. A big role in determining whether a product is good or bad depends on satisfaction and customer expectations. Initiatives from satisfaction are believed to form new cognitions for consumers regarding the performance of a product.

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