

ABSTRACT

Needs of people in big cities will be entertainment increasing competition resulted in the entertainment industry service providers such as movie theaters, café, restaurant, karaoke, etc. Increasing needs of the entertainment business in line with the rise of entertainment facilities provider that is also one of the factors supporting the rise of the screening services business or commonly called the cinema that once disappeared due to rampant piracy. The study was aimed to find out how the service quality and customer satisfaction in Blitzmegaplex Miko Mall, and to determine how much influence the quality of service to customer satisfaction Blitzmegaplex Miko Mall. This study has one independent variable, namely the quality of service which consists of five sub-variables commonly abbreviated TERRA (Tangible, Empathy, Reliability, Responsiveness, Assurance) of Tjiptono and Chandra (2012: 75) and a dependent variable that has several indicators of quality service, customer expectations, make the purchase again, and recommend to others from Kottler and Keller (2007: 177). This study uses quantitative methods with descriptive study and causal. Data analysis technique used is descriptive analysis techniques and simple linear regression analysis. Results of calculation of descriptive analysis shows that Blitzmegaplex Miko Mall has a good level of service quality with an average value of percentage of 77.66%, and a good level of satisfaction with the value of the average percentage of 79%. Results of calculation of simple linear regression analysis showed that the correlation coefficient between service quality and customer satisfaction has a value of 0.832 which means the relationship between two variables is very strong, with the magnitude of the effect of service quality on customer satisfaction by 69.2%, and the remainder is equal to 30,8% are influenced by other factors not discussed in this study.

Keywords: service quality, customer satisfaction, Blitzmegaplex Miko Mall