

ABSTRAK

This study aims to determine how consumer opinion and how the difference in consumer opinion on service quality of The Premiere XXI Cineplex Ciwalk and Velvet Class Blitzmegaplex PVJ at Bandung. This study used the five dimensions of service quality that is tangible (Tangible), emphaty (Emphaty), reliability (Reliability), responsiveness (Responsiveness), and assurance (Assurance).

This study used a descriptive method to describe how much the opinion of consumers based on the fifth dimensions of service quality. The collection of data obtained by distributing questionnaires to 385 respondents who had watch both of that cinema. The analysis technique used in this study is the Mann Whitney test. Mann Whitney used to compare the differences of the two median. Data were collected by two independent samples and the measurement level at least ordinal.

The results of the study indicate that consumer opinions based on the calculation of the average of five dimensions on service quality of The Premiere XXI Cineplex Ciwalk is good and Velvet Class Blitzmegaplex PVJ is very good, with the percentage of respectively are 80,31% and 82,08%. The results also show that the significance value that was obtained is 0,029 and it was below the level of significance were used ($\alpha = 0.05$) so that the accepted hypothesis claim that there is a difference in consumer opinion on service quality of The Premiere XXI Cineplex Ciwalk and Velvet Class Blitzmegaplex PVJ.

Keywords: consumer opinion, product quality, mann whitney