

Abstract

This research was conducted on the M-TIX Mobile Cinema XII Bandung application. M-TIX Mobile is an application on a smartphone and an account created with several user data, this application aims to improve service efficiency in the company. Through this application customers can buy tickets to watch remotely, in addition customers get information on available films, movies films that will air, seats available, transaction history and balance filling, and studio locations. This study aims to examine the effect of E-Service Quality and Perceived Value simultaneously and partially on Customer Satisfaction Users of M-Tix Mobile Applications in the City of Bandung.

The variable used in this study, E-Service Quality (X1) is defined as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. (Chase et all in Jonathan, 2013) consisting of indicators, Efficient and reliable services, Fulfillment, Scurity / Trust, Site Aesthetic, Responsiveness, and Ease of Use, Perceived Value (X2) are values perceived by customers regarding exchange between what customers get (ie benefit) and what they pay (ie price or cost) (According to Kreinovich, 2014: 382). Which consists of indicators Emotional Value, Social Value, Performance Value, and Price, and Customer Satisfaction (Y) is the extent to which a product level is perceived in accordance with buyer expectations (Kotler in Sangadji and Sopiah, 2013: 181). Consisting of indicators using the service again, the customer will recommend the service to others, the service as expected, the customer never complains.

The method used in this study is quantitative with the type of descriptive analysis research. Sampling is done by nonprobability sampling method with the number of respondents 100 respondents. Data collection in this study was carried out by conducting offline questionnaires distributed to all respondents, namely, users of the M-TIX Mobile store Cinema XII application consisting of Bandung XXI Empire 20 respondents, Braga XXI 20 respondents, Ciwalk XXI 30 respondents, Trasmart Buah Batu XXI 10 respondents and Trans Studio Mall XXI 20 respondents. Data analysis techniques using multiple regression analysis and descriptive analysis.

Based on the results of simultaneous hypothesis testing, E-service quality and Perceived value have a significant effect on customer satisfaction M-Tix Mobile Cinema XXI application users in Bandung City. This is evidenced by $F_{count} > F_{table}$ ($234,644 > 3.09$) and the significance level is $0,000 < 0.05$. Based on the results of the partial test, it was found that E-service quality and Perceived value had a significant effect on customer satisfaction. Based on the determination coefficient obtained that the influence of Independent Variables consisting of E-Service Quality and Perceived Value on the dependent variable namely Customer Satisfaction is 83% while the remaining 17% is influenced by other factors not examined in this study.

Keywords: E-Service Quality, Perceived Value, Customer Satisfaction