

ABSTRACT

At the beginning of March 2020, the CGV Cinemas cinema was one of those that experienced a delay in the growth of cinema screens in Indonesia during the Covid-19 pandemic, so it had to be closed for a while until conditions in Indonesia improved again. As of October 1, 2021, the management of the CGV Indonesia cinema is ready to reopen the operations of a number of cinemas by increasing strict health protocols. However, in addition to CGV cinemas having performed service performances during the Covid-19 pandemic by implementing strict health protocols for staff and visitors, CGV cinemas also received complaints from consumers. Not a few consumers have submitted their complaints on Instagram and Youtube official accounts, which are promotional sites as well as a forum for consumers to provide criticism and suggestions regarding service quality, product quality, price value ratio, and customer satisfaction felt by CGV Indonesian consumers.

This study aims to measure the direct influence of the dimensions of service performance which include service quality, product quality, price value ratio on customer satisfaction and its impact on the behavioral intention of CGV Cinemas cinema customers in Indonesia.

Quantitative methods are used to test the causal relationship of the variables that make up the structural equation model, namely by using empirical data taken through a survey with five Likert scales.

for 36 question items. The data on the indicators owned by each variable from the survey results were tested for validity and reliability before testing the hypothesis for a model fit test. Convenience sampling with non-probability sampling technique was used to obtain a sample of 237 respondents through an online questionnaire via google form which came from CGV Cinemas Indonesia cinema customers. This study uses data analysis techniques Partial Least Squares Structural Equation Modeling (PLS-SEM).

Based on the results of data analysis, it is concluded that Customer Satisfaction and Service Quality have a positive and significant influence on the Behavioral Intention variable, while Service Quality, Price Value Ratio, and Product Quality have a positive and significant influence on the Customer Satisfaction variable.

As for suggestions from the results of this study, for CGV Indonesian Cinema, it is hoped that they need to pay more attention to Customer Satisfaction because Customer Satisfaction has a greater influence on Behavioral Intention. In increasing Customer Satisfaction, CGV Indonesia can improve their Service Quality because Service Quality has a big influence on Customer Satisfaction.

Keywords: *behavioral intention, customer satisfaction, product quality, price value ratio, service quality*