

**CUSTOMER EXPERIENCE IN CGV CINEMA HARTONO MALL
YOGYAKARTA**

AN UNDERGRADUATE THESIS



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UNIVERSITAS ISLAM INDONESIA
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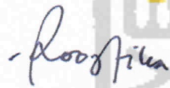
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DECLARATION OF AUTHENTICITY

Here in I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, Maret, 2020



Aji Tri Yudianto

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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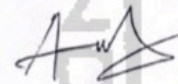
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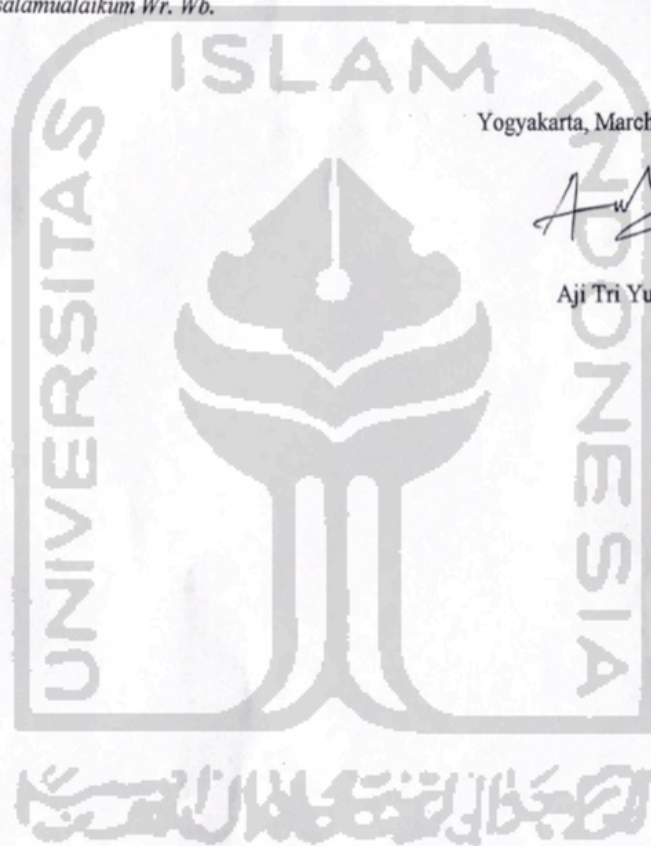


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CUSTOMER EXPERIENCE IN CGV CINEMA HARTONO MALL YOGYAKARTA

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ABSTRACT

Cinema is known as a comfortable and pleasant place to watch movies, because many cinemas nowadays use advanced technologies such as Dolby audio, 3D screen, 4Dx, etc. In Indonesia itself, the growing number of cinema viewers each year has made the industry cinema business as something promising to be developed. There are many cinema corporations in Indonesia, large corporations in the cinema sector in Indonesia are Cinema 21, CGV, Cinemaxx, New Star Cineplex, Platinum Cineplex, Lotte Cinema Multiplex and Movimax. Outside of large corporations, there are independent cinema owners who have limited theaters. Cinema corporations must have unique and best service so they can get many customers. Cinema also must have to maintain the relationship with their customers so they did not go or watch the movie to other cinema. One of the factor that cinema can maintain the relationship with the customers is by creating a good customer experience. This research examines that service quality, food quality, and physical environment quality can influence customer experience. Furthermore, there are 230 valid data from the respondents were gathered in this research. The result of this research show that three variables have a positive impact on customers experience quality. Moreover, the costumer experience quality was also proven to have an impact on the satisfaction and the last, it show that satisfaction have an effect to customers loyalty.

Keywords: *cinema, CGV, service quality, food quality, physical environment quality, customer experience quality, satisfaction, customer loyalty*

PENGALAMAN PELANGGAN DI BIOSKOP CGV HARTONO MALL YOGYAKARTA

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ABSTRAK

Bioskop dikenal sebagai tempat yang nyaman dan menyenangkan untuk menonton film, karena banyak bioskop saat ini menggunakan teknologi canggih seperti Dolby audio, layar 3D, 4Dx, dll. Di Indonesia sendiri, semakin banyaknya pemirsa bioskop setiap tahun telah membuat bisnis industri bioskop sebagai sesuatu yang menjanjikan untuk dikembangkan. Ada banyak perusahaan bioskop di Indonesia, perusahaan besar di sektor perfilman di Indonesia adalah Cinema 21, CGV, Cinemaxx, New Star Cineplex, Platinum Cineplex, Lotte Cinema Multiplex dan Movimax. Di luar perusahaan besar, ada pemilik bioskop independen yang memiliki bioskop terbatas. Perusahaan bioskop harus memiliki layanan yang unik dan terbaik sehingga mereka bisa mendapatkan banyak pelanggan. Bioskop juga harus menjaga hubungan dengan pelanggan mereka sehingga mereka tidak pergi atau menonton film ke bioskop lain. Salah satu faktor yang membuat sinema dapat mempertahankan hubungan dengan pelanggan adalah dengan menciptakan pengalaman pelanggan yang baik. Penelitian ini meneliti bahwa kualitas layanan, kualitas makanan, dan kualitas lingkungan fisik dapat mempengaruhi pengalaman pelanggan. Selanjutnya, ada 230 data valid dari responden yang dikumpulkan dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa tiga variabel berpengaruh positif terhadap kualitas pengalaman pelanggan. Selain itu, kualitas pengalaman pelanggan juga terbukti berdampak pada kepuasan dan yang terakhir, itu menunjukkan bahwa kepuasan berpengaruh terhadap loyalitas pelanggan.

Kata kunci: *bioskop, CGV, kualitas layanan, kualitas makanan, kualitas lingkungan fisik, kualitas pengalaman pelanggan, kepuasan, loyalitas pelanggan*

CHAPTER 1

INTRODUCTION

1.1. Background

Nowadays, almost everyone already knows about what cinema is. Cinema is known as a comfortable and pleasant place to watch movies, because many cinemas nowadays use advanced technologies such as Dolby audio, 3D screen, 4Dx, etc. The definition of cinema itself is a theater where people pay to watch movies. Another definition from Big Indonesian Dictionary, third edition, Ministry of National Education, Balai Pustaka, Jakarta, 2001, states that cinema is a performance that is shown with pictures (films), which are highlighted so that they can move (speak).

In Indonesia itself, the growing number of cinema viewers each year has made the industry cinema business as something promising to be developed. According to data from the Creative Economy Agency (Bekraf), Indonesian movie viewers in 2015 reached just 16.2 million. However, in 2018 it grew nearly five times to 52.5 million viewers. Not surprisingly, by 2018, the number of screens in Indonesia had reached 1,680 screens, or increased from 2017, which amounted to 1,412 screens. Until May 13, 2019, based on data from the Association of Indonesian Cinema Entrepreneurs (GPBSI) the number of screens in the country was recorded at 1,861. Large corporations in the cinema sector in Indonesia are Cinema 21, CGV, Cinemaxx, New Star Cineplex, Platinum Cineplex, Lotte Cinema Multiplex

and Movimax. Outside of large corporations, there are independent cinema owners who have limited theaters.

Behind the rapid growth of cinema in Indonesia, there are many factors that can increase the superiority of a cinema from other cinemas. One important factor behind the success of a cinema is the customer's experience when they use services or watch movies in a cinema. The concept of customer experience was first recognized in the mid-1980s when the concepts of consumption experience and hedonic consumption were discussed in Holbrook and Hirschman (1982); Pine and Gilmore (1998) and Carbone and Haeckel (1994). The definition of a customer experience by Gentile, Spiller, and Noci (2007) results from a series of interactions between a customer and a product or part of an organization, and provokes a response. They further added that it is a rigorous personal experience of customer involvement at various levels, including rational, sensory, physical, and emotional. Experiences are personal and exceptional, including customer perception and participation, engage customers emotionally, shared with others, and remember them for some time (Walls, 2009). Researchers have noted the importance of customer experience, especially for services (Pine & Gilmore, 1998; Schmidt, 1999).

This research focuses on customer experience that occurred at CGV Cinema Hartono Mall Yogyakarta. CJ CGV CINEMAS (or formerly known as Blitz Megaplex) is a leading cinema network in Indonesia that was first established in 2004, which opened its first cinema in Paris Van Java,

Bandung in 2006. With a rapidly increasing screen capacity, CJ CGV * CINEMAS playing various types of films from various countries such as India, Korea, Japan, and of course local content from within the country. CJ CGV CINEMAS provides viewing experience through advances in technology used such as; 3D, 4DX, Screen X, SphereX, Dolby Atmos, through several auditorium classes: Regular Class, Velvet Class, Gold Class, Satin Class, Sweetbox. Until now CJ CGV CINEMAS has 50 cinemas with 314 screens spread across 23 cities and 11 provinces throughout Indonesia. CJ CGV CINEMAS will continue to open new locations to reach 360 screens through 7 theaters throughout Indonesia this year.

Until now (2020), CGV Hartono Mall Yogyakarta is the cinema with the most studio types compared to other cinemas in Yogyakarta. In CGV Hartono Mall Yogyakarta there are 5 types of studios: the first is 4DX. 4DX technology is equipped with specially programmed chairs and sound systems to follow according to the story line in the film being shown. The second is Velvet. CGV Velvet Class Auditorium is equipped with sofa bed facilities with pillow choices and soft blankets. The third is Sphere X. Sphere X comes with the latest screen technology with a very wide size almost equivalent to the size of a basketball court, with a curved screen (curve screen), Sphere X uses more than 60 speakers with Dolby Atmos technology. Sphere X also uses a chair that can be reclined up to 45 degrees. The fourth is the starium. Starium presents a concave screen with a length of 19.5 m and a height of 8.1

m and speakers with audio support with Dolby Digital 7.1 technology, and the last is regular studio.

The main purpose of this research is to identify the variables (service quality, food quality, physical environment quality) that may influence customer experience quality. In the journal (Yrjölä et. al., 2019) they explained that food quality, service quality and quality of physical environment can influence behavioral intention of the customers. The result of the service from the customer's perspective is a conscious or unconscious assessment of the service provided (Zomerdijk and Voss 2010), the perceived value of the service received (Bitner and Hubbert 1994, Oliver 1997), and overall satisfaction Degree or dissatisfaction (emotion) (Carbone 2004). According to (Nobar & Rostamzadeh, 2018) customer experience can influence customer loyalty. In the journal Ngo & Nguyen (2016), customer loyalty is influenced by service quality and customer satisfaction. In the journal (Chandra, 2014), customer experience and customer satisfaction will influence customer's loyalty.

Based on the number of journal opinions above, this interesting research to examine is that consumer experience is influenced by service quality, food quality and physical environment quality. Customer experience itself will have an impact to satisfaction and customer's loyalty. This research uses confirmatory factor analysis and structural equation modeling to identify the validity and internal consistency of the structures used in the study and validate the research hypothesis.

The variables in this study have never been studied in the cinema industry in Indonesia, especially Yogyakarta where this research was conducted. The variables in this study were taken from 3 journals that produced a slightly different hypothesis model from the original hypothesis in the journal entitled "The Influence of Customer Experience Quality on Customers' Behavioral Intentions" from (Kim & Choi, 2013). What distinguishes this research from previous studies is the hypothesis model and also these variables have never been used in any cinema industry in Indonesia.

1.2. Problems Formulation

This research attempts to determine factors that could influence customer experiences in CGV Cinema Hartono Mall Yogyakarta, which are service quality, food quality, and physical environment quality as independent variables that could be important to customer experiences quality. The following are some specific issues that were be investigated in this research:

1. Does service quality can affect the customer experience quality?
2. Does food quality can affect the customer experience quality?
3. Does physical environment quality can affect the customer experience quality?
4. Does customer experience quality will have a positive influence on satisfaction?
5. Does satisfaction will have a positive influence on customer loyalty?

1.3. Limitations of the Research

During this research process, there are some conditions and limitations that make this research has several limitations, as follow:

1. The respondent of this research only took Indonesian especially who stay in Yogyakarta that already visits CGV Cinema Hartono Mall Yogyakarta.
2. This research focused on variables that affected customer experience quality in CGV Cinema, which were service quality, food quality, and physical environment quality.

1.4. Research Objectives

From the problem formulation above, we can classified that, the objective of this research are:

1. To describe whether service quality can affect the customer experience quality.
2. To describe whether food quality can affect the customer experience quality.
3. To describe whether physical environment quality can affect the customer experience quality.
4. To describe whether customer experience quality will have a positive influence on satisfaction
5. To describe whether satisfaction will have a positive influence on customer's loyalty

1.5. Benefits of Research

1.5.1 Theoretical Benefits

This research is to explain the significant roles of customer experience in CGV Cinema Hartono Mall Yogyakarta. This research also explains that customer experience is influenced by several variables that are service quality, food quality, and physical environment quality, while customer experience itself will have an impact to satisfaction and customer's loyalty. In the future, it is hoped that this research can help researchers in terms of providing additional literature in the cinema customer experience.

1.5.2 Practical Benefits

This research can help a company, especially for CGV Cinema in Hartono Mall Yogyakarta to create good experiences for customers when they are using the services from CGV Cinema. With this research, it is expected to be able to help marketing managers in making decisions and policies.

1.6. Systematical Writing

This thesis consists of five chapters, as follows:

CHAPTER I: INTRODUCTION

In this chapter, sections such as research background, problem formulation, research boundaries, research objectives, research contributions, and systematic writing are discussed.

CHAPTER II: LITERATURE REVIEW

This chapter explained the theoretical foundation of the customer experience quality of cinema that is influenced by some variables such as service quality, food quality, and physical environment quality. Besides, there are research hypotheses and the conceptual framework.

CHAPTER III: RESEARCH METHOD

In this chapter, the models and methods that will be used in this study are explained. Populations and samples, sampling techniques, research variables and testing methods used were also explained.

CHAPTER IV: DATA ANALYSIS AND DISCUSSION

Data analysis and discussion of the results obtained from statistical calculations using theoretical concepts and research interpretation of existing theories are explained in this chapter.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

This chapter explained the conclusions from the results of the analysis and calculation of data that has been done in this research. In addition, this chapter also explains the weaknesses of the research conducted and recommendations for future research to be better.

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Review

At the beginning, the cinema was in the form of an independent building and consisted only of a large viewing room (studio / theater / auditorium) that could accommodate hundreds of spectators. But, since 1986, there has been a change in the concept of cinema, which was pioneered by the Cineplex 21 cinema network (Sen, 2009: 107). Cinema with a new form has a cineplex format (cinema complex), which is a cinema consisting of several rooms to watch (studio / theater / auditorium). A cinema thus has a number of film variations and studio / theater / auditorium types that may be chosen by potential viewers. Network cinemas with the cineplex format benefit because of their affiliation with supermarkets, screenings of imported films, as well as convenient and up-to-date cinema facilities (Sen, 2009: 107).

Nowadays many cinemas choose to join the mall to run their business, including CGV Cinema. The existence of the mall itself is a marker of urban life or modern cities. Walter Benjamin emphasized the idea with the phrase "... an arcade is a city, a world of miniature" (Buck-morss, 1989). Although the mall itself has a plenty of facilities and product offerings, the cinema in the mall provides independent facilities specifically intended for the audience, such as toilets, cafes / restaurants, as well as stalls selling food and soft drinks such as popcorn and soft drinks. Food and beverage products offered by the cinema tend to be priced more expensive than similar products sold by other

stalls in the mall (Halim, 2017). In addition to a cafe in the cinema that provides food and drinks, a feature that is also highlighted by the cinema is technology. One thing that makes cinema successfully survives in competition with television and the internet is technology (Corbett, 2001). CGV Cinema in Hartono Mall Yogyakarta is the most advanced cinemas in Yogyakarta. They offer an auditorium that has a 4-dimensional technology called 4DX, where competing theaters like XXI do not have such technology, even other branches of CGV Cinema in Yogyakarta such as CGV J-Walk and CGV Transmart do not provide the same level of technology like CGV Hartono Mall Yogyakarta.

As formerly mentioned, this research used a model that has been modified from the previous research by (Kim and Choi, 2013). Later on in this research, the researcher hypothesizes that service quality, food quality and physical environment quality have great impact to customer experience quality then it will influence satisfaction and the last it will have an impact to the customer loyalty. Therefore, the subsequent literature reviews try to represent and discuss the previous studies in order to support the proposed hypotheses.

2.1.2. Service Quality

Service quality is a focused evaluation that reflects customer perceptions of service elements such as the quality of interactions, the quality of the physical environment and the quality of the results (Brady and Cronin, 2001, as cited in

Asmayadi & Hartini, 2015). Service quality is an important antecedent of consumer valuation of value, which it can influence the customer satisfaction, and then motivates loyalty (Babakus and Boller, 1992). Service outcome quality can also refer to differences in expectations by customers regarding their actual performance and expectations of service (Parasuraman et al., 1988; 1985, as cited in Joudeh & Dandis, 2018). In journal (Joudeh & Dandis, 2018) they found out that there is a statistically significant influence of service quality and the idea of customer loyalty. In another journal, service quality is defined as a result of comparisons made between customer expectations about services and their perceptions of actual services or the way those services are provided (Akbaba, 2006, as cited in Keshavarz, Jamshidi, & Bakhtazma, 2016).

Verhoef et al. (2009) proposed a conceptual model of customer experience and suggest some determinants of the quality of customer experience, which includes the social environment, service interface, retail atmosphere, variety, price, and promotion. In this article, we suggest quality results as a determinant of the quality of customer experience. Outcome quality (i.e., technical quality; Grönroos, 1982, 1984) refers to customer perceptions of the

superiority of what they receive during service meetings (Brady and Cronin, & Grönroos, 1982, 1984). Czepiel, Solomon, and Suprenant (1985) also suggest that service outcomes are very important in assessing the quality of service encounters. We argue that there is a positive relationship between the quality of service results and the quality of customer experience.

H₁: The success of the service quality will have a positive influence on customer experience quality.

2.1.2. Food Quality

Food quality is consumer's rating about the food served. More specifically, an assessment of whether the food served is delicious, nutritious, fresh, has an attractive appearance and a seductive aroma. Food quality also includes an assessment of the various menu items offered. (Ryu et al. 2012)

Bujisic et al. (2014) found that for upscale restaurants and fast food, food quality is important, but for upscale restaurants, the quality of service and atmosphere of the restaurant environment are more important.

In the context of the food service or restaurant industry, Bujisik et al. (2014) research revealed that, in addition to

quality of service and ambience, food quality is one of the most common attributes of restaurant quality.

H₂ : Food quality will have a positive influence on customer experience quality.

2.1.3. Physical Environment Quality

Ryu et al. (2012) defined quality of physical environment as consumer's assessment about the performance of a service's physical environment. In the restaurant setting, this involves attractive interior design and decor, pleasing background music, clean dining areas and neatly dressed employees. During the process, the intangibility of service the customers are often required to be present at the premises and the surrounding environment can have a significant impact on the perception of the overall quality of service encounters (Ekiz and Arasli, 2007). In recent years, the habit of eating in a more elite and healthy environment has increased (Ryu & Han, 2010). This situation increases the importance of the physical environment for service of service-oriented companies (Maeng & Park, 2015). Bitner (1992) defined the physical environment as "enterprise controlled objects and physical factors that could affect employees and customers." The intangibility of services, where customers are often required to be present at the

premises facility during the process, and the surrounding environment can have a significant impact on the perception of the overall quality of service encounters (Ekiz and Arasli, 2007). The physical environment is an important factor that helps define the nature of social interactions. In other words, customers who engage in the positive physical and relational aspects of the customer experience can find themselves in an emotional, satisfying, and loyal environment (Bitner, 1992).

H₃: Physical environment quality will have a positive influence on customer experience quality.

2.1.4. Customer Experience Quality

Customer experience has been defined as a multidimensional concept that involves several responses such as the customer's cognitive, affective, emotional, social and physical responses to the company during the customer's journey (Lemon and Verhoef, 2016, as cited in Ieva & Ziliani, 2017). Schmitt (1999) suggests that the main source of creating competitive advantage and differentiation is customer experience, because each experience is subjective and unique based on individual and personal meetings (Bagdare & Jain, 2013).

According to Wang, Du, Chiu, & Li (2018), as consumers typically use these products more often and for

longer periods, it is more meaningful for durable products to examine the relationship between customer experience level and perceived performance. Customer experience is formed based on many contextual factors such as the presence / contact with other customers and the level of participation in the service process, and hence, cannot be seen as only influenced by service companies (Pullman & Gross, 2004; Schembri, 2009).

H₄: Customer experience quality will have a positive influence on satisfaction.

2.1.5. Satisfaction

After reviewing the literature and consumer interviews, Giese and Cote (2000) stated that satisfaction is a summary at various intensities with specific decision points and a limited period of time focused on product acquisition and / or consumption focus. Defined as a summary emotional response. Consumer satisfaction has been considered as one of the most important structures (Morgan et al., 1996; McQuitty et al., 2000), and one of the main goals of marketing (Erevelles & Leavitt, 1992).

Another definition from Kotler and Keller (2012) explained that "satisfaction is the emotion of a person of joy or disappointment arising from comparing expectations with

the perceived performance (or result) of a product. Meanwhile, Jahanshahi et al. (2011) defined customer satisfaction as the result of customer perception of value received in a transaction or relationship, value perceives quality of service versus price, and cost of customer acquisition.

The satisfaction of business customers will leads to customer loyalty (Fornell, 1992). In the relationship between customer loyalty and customer satisfaction, Oliva et al. (1992) stated that customer loyalty will increases significantly when satisfaction reaches a certain level, while customer loyalty drops dramatically when satisfaction levels drops to a certain point. Very satisfied customers tend to be more loyal customers than simply satisfied customers (Tepeci, 1999). Many scholars support the idea that customer satisfaction is an important determinant of customer loyalty (Loureiro, 2010). Chitty, Ward and Chua (2007) hypothesized that being satisfied with the services provided could result in loyal customers. Therefore, the next hypothesize is as following:

H₅: satisfaction will have a positive influence on customer loyalty.

2.1.6. Customer Loyalty

Joudeh & Dandis (2018) stated Customer loyalty is mentioned in the best approach to differentiate a business from its competitors. This differentiation serves to encourage customer loyalty by involving them intellectually, emotionally and spiritually. Customer loyalty includes customer loyalty or retention behavior, which makes customers avoid or not choose competing brands and instead make repeated purchases of brands they are accustomed to (Raju, Srinivasan, and Lal, 1990, as cited in Joudeh & Dandis, 2018). According to Santouridis and Trivellas (2010); and Vuuren, Lombard and Tonder, (2012), Customer loyalty is considered to be the subject of several factors affecting customer trust, commitment, and service quality. Loyal customers are referred to "customers who maintain or recommend a positive attitude toward service provider and always repurchase the same service from the same service provider" (Kandampully & Suhartanto, 2000).

2.2. Conceptual Framework of the Study

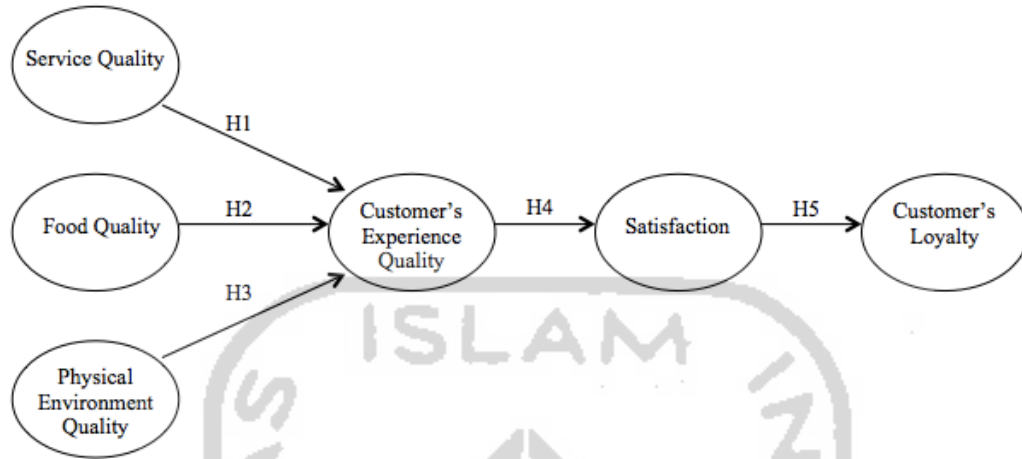


Figure 1. Conceptual Framework.

The conceptual framework provides a foundation for research study. The framework consists of three independent variables that are service quality, food quality, and physical environment quality, two mediating variable, that are customer experience quality and satisfaction, and one dependent variable, which is customer loyalty.

This conceptual framework was taken from the main journal entitled "The Influence of Customer Experience Quality on Customers' Behavioral Intentions" from (Kim & Choi, 2013), and also modified with the framework in the journal titled "A customer value perspective to service experiences in restaurants "from (Yrjölä, Rintamäki, Saarijärvi, Joensuu, & Kulkarni, 2019) and "Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price" from (Ryu & Han, 2010).

CHAPTER III

RESEARCH METHODOLOGY

3.1. Type of Research

The objective of this research is to test the hypotheses, or it is usually referred to as a causal study, which pursues to provide an explanation for the nature of sure relationships. This research attempts to discover the correlation and relationship among the service quality, food quality, and physical environment quality as independent variables that have an effect on customer experiences. The outcomes of this research is predicted to examine those variables, affirm their relationships and provide a better understanding of service quality, food quality, and physical environment quality toward customer experiences which can influence satisfaction and end up in customer loyalty. The approach used in this research is the quantitative approach, conducted by way of spreading the questionnaire as the research instrument and used a Likert scale as the itemized rating scale to assess data from 230 respondents.

3.2 Populations and Sample

Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics set by researchers to be studied and conclusions drawn (Sugiyono, 2011: 80) while the sample is a portion of the subjects in the population studied. The population in this research is

people in Yogyakarta who have used the service from CGV Hartono Mall Yogyakarta. The sample in this study amounted to 230 people. The determination of sample size is based on analytical tools used to test hypotheses that are structural equation modeling (SEM). SEM required the amount of sample size should be 5-10 times the number of observations for each of the estimated parameters or indicators used (Ferdinand, 2006).

3.3 Data Collections Method

Primary data and secondary data are used in this research. Primary data is data obtained directly from the object of research by using measurement tools or retrieving data directly on the subject as a source of information sought. In this study, data was obtained using a questionnaire distributed to 230 respondents. This technique is a form of data collection instrument that is very flexible and relatively easy to use. Questionnaires will be distributed online (Google form) to respondents. Meanwhile, secondary data is data obtained from journals and prior research. The questionnaire was measured using the Likert scale. This research was using 6-point Likert scale items, where (1) indicates Strongly Disagree and (6) indicates Strongly Agree. The researcher chose to use a 6-point Likert scale because to avoid any neutral answers from the respondents. The options consist of:

- a. Strongly Disagree (SD)
- b. Disagree (D)
- c. Rather Disagree (RD)
- d. Rather Agree (RA)

- e. Agree (A)
- f. Strongly Agree (SA)

3.4 Instrumentation

To obtain primary data, researcher distributed questionnaires to the respondents. The questionnaire used 6 variables and 36 questions items and was designed to measure the correlation among service quality, food quality, physical environment quality, customer's experience quality, satisfaction, and customer's loyalty. Six-Likert scales ranging from Strongly Disagree (1) to Strongly Agree (6) are used to measure all items. Besides, demographic variables such as gender and age were included in the model as control variables.

3.5. Definition of Operational and Measurement of Research Variable

The variables analyzed in this research were service quality, food quality, and physical environment quality, as the independent variables, two mediating variable that are customer experience and satisfaction that was influenced by three independent variables, and one dependent variable which was customer loyalty, this variable influenced by 5 variables, namely service quality, food quality, physical environment quality, customer experiences and satisfaction. This study uses a 6-point Likert Scale to measure these variables, where 1 shows Strongly Disagree and 6 shows Very Agree.

3.5.1. Independent Variable

3.5.1.1. Service Quality

Service quality is a focused evaluation that reflects customer perceptions of service elements such as the quality of interactions, the quality of the physical environment and the quality of the results (Brady and Cronin, 2001, as cited in Asmayadi & Hartini, 2015). This variable is measured by the following indicators:

- a. I feel happy with the service provided by CGV management
- b. I believe that CGV employees provide quality service.
- c. The food I received was according to what I ordered.
- d. Ticket services do not have to wait long.
- e. CGV employees are ready to help customers.
- f. CGV employees have confidence in serving
- g. CGV employees value customers.

3.5.1.2. Food Quality

Food quality is consumer's rating about the food served. More specifically, an assessment of whether the food served is delicious, nutritious, fresh, has an attractive appearance and a seductive aroma. Food quality also includes an assessment of the various menu items offered.

(Ryu et al. 2012). The following indicators measure this variable:

- a. The food offered at CGV is delicious.
- b. The food offered at CGV is nutritious.
- c. There are many food choices offered by CGV.
- d. The food offered at CGV is fresh.
- e. The food at CGV has a tempting aroma.
- f. The food at CGV has an appetizing appearance.

3.5.1.3. Physical environment quality

Ryu et al. (2012) defined quality of physical environment as consumer's judgment about the performance of a service's physical environment. In the restaurant setting, this involves attractive interior design and decor, pleasing background music, clean dining areas and neatly dressed employees. This variable is measured by the following indicators:

- a. The atmosphere at the CGV Cinema is fun.
- b. The interior at the CGV Cinema is interesting.
- c. The background music that is played is pleasant to hear.
- d. Cinema as a whole is neatly arranged.
- e. CGV employees are well dressed and attractive.
- f. The CGV cinema and its environment are clean.

3.5.2. Mediating Variable

3.5.2.1. Customer Experience Quality

Customer experience has been defined as a multidimensional concept that involves several responses such as the customer's cognitive, affective, emotional, social and physical responses to the company during the customer's journey (Lemon and Verhoef, 2016, as cited in Ieva and Ziliani, 2017). This variable is measured by the following indicators:

- a. I believe that we will receive a pleasant experience at CGV.
- b. Overall my experience at CGV was good.
- c. It's fun watching movies in this CGV cinema
- d. Watching movies in this CGV cinema is comfortable
- e. Watching movies at CGV Cinema is according to my needs and expectations.
- f. This CGV cinema prioritizes customer convenience
- g. I like to maintain relationships as a customer with this CGV cinema.

3.5.2.2. Satisfaction

According to Giese and Cote (2000), satisfaction is a summary at various intensities with specific decision

points and a limited period of time focused on product acquisition and / or consumption focus. This variable is measured by the following indicators:

- a. How satisfied are you with this cinema?
- b. How well does this cinema meet your expectations?
- c. Imagine a perfect cinema. How ideal is this cinema?
- d. Your satisfaction with the film shown?
- e. Your satisfaction with the food and drinks offered?
- f. Your satisfaction with the whole CGV Cinema service?

3.5.3. Dependent Variable

3.5.3.1. Customer Loyalty

Joudeh & Dandis (2018) explained Customer loyalty is mentioned in the best approach to differentiate a business from its competitors. This differentiation serves to encourage customer loyalty by involving them intellectually, emotionally and spiritually. This variable is measured by the following indicators:

- a. I will continue to visit CGV in the future.
- b. I would recommend CGV and its services to others at my university.

- c. I would recommend CGV and its services to others outside my university.
- d. I am likely to say good things about this cinema

3.6. Validity and Reliability Test of the Instrument

A validity test shows how well a measure (indicator) can measure what it measures (variable). This indicator is described as valid if it obtains an item with a correction value of ≥ 0.30 . Equipment reliability has been confirmed with Cronbach's Alpha tolerance of ≥ 0.60 .

Therefore, the researcher examined the validity and reliability of the variables and indicators used in this research first by conducting a pilot test before distributing the questionnaire to acquire the data. Researcher distributed questionnaires to 40 respondents to conduct pilot test. The data that had been acquired from the respondents have been analyzed for validity and reliability regarding the limitation described above.

The number of statements in the questionnaire was evaluated as follows:

- a. Service quality has seven indicators
- b. Food quality has six indicators
- c. Physical environment quality has six indicators
- d. Customer experiences quality has seven indicators
- e. Satisfaction has six indicators
- f. Customer Loyalty has four indicators

Table 3.1. Validity and Reliability Test for Pilot Test

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Service Quality		0.818	0.6	Reliable
I feel happy with the service provided by CGV management	0.629		0.3	Valid
I believe that CGV employees provide quality service	0.556		0.3	Valid
The food I received was according to what I ordered	0.485		0.3	Valid
Ticket services do not have to wait long	0.430		0.3	Valid
CGV employees are ready to help customers	0.625		0.3	Valid
CGV employees have confidence in serving	0.660		0.3	Valid
CGV employees value customers	0.584			
Food Quality		0.770	0.6	Reliable
The food offered at CGV is delicious	0.587		0.3	Valid
The food offered at CGV is nutritious	0.625		0.3	Valid
There are many food choices offered by CGV	0.519		0.3	Valid
The food offered at CGV is fresh	0.634		0.3	Valid
The food at CGV has a tempting aroma	0.360		0.3	Valid
The food at CGV has an appetizing appearance	0.357		0.3	Valid
Physical environment quality		0.854		Reliable
The atmosphere at the CGV Cinema is fun	0.794		0.3	Valid
The interior at the CGV Cinema is interesting	0.574		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
The background music that is played is pleasant to hear	0.612		0.3	Valid
Cinema as a whole is neatly arranged.	0.589		0.3	Valid
CGV employees are well dressed and attractive.	0.578		0.3	Valid
The CGV cinema and its environment are clean	0.734		0.3	Valid
Customer Experience Quality		0.860	0.6	Reliable
I believe that we will receive a pleasant experience at CGV.	0.637		0.3	Valid
Overall my experience at CGV was good.	0.437		0.3	Valid
It's fun watching movies in this CGV cinema	0.637		0.3	Valid
Watching movies in this CGV cinema is comfortable	0.698		0.3	Valid
Watching movies at CGV Cinema is according to my needs and expectations.	0.720		0.3	Valid
This CGV cinema prioritizes customer convenience	0.644		0.3	Valid
I like to maintain relationships as a customer with this CGV cinema.	0.643		0.3	Valid
Satisfaction		0.827	0.6	Reliable
How satisfied are you with this cinema?	0.597		0.3	Valid
How well does this cinema meet your expectations?	0.667		0.3	Valid
Imagine a perfect cinema. How ideal is this cinema?	0.639		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Your satisfaction with the film shown?	0.547		0.3	Valid
Your satisfaction with the food and drinks offered?	0.570		0.3	Valid
Your satisfaction with the whole CGV Cinema service?	0.680		0.3	Valid
Customer Loyalty		0.768	0.6	Reliable
I will continue to visit CGV in the future.	.376		0.3	Valid
I would recommend CGV and its services to others at my university.	.739		0.3	Valid
I would recommend CGV and its services to others outside my university.	.719		0.3	Valid
I am likely to say good things about this cinema	.499		0.3	Valid

Source: Primary Data (Computed), 2019

Table 3.1 showed that the values of corrected items in total correlation of all data are greater than 0.30 and the values of Cronbach Alpha are also greater than 0.6. It can be implied that the data is valid and reliable.

3.7 Analysis Technique

This research used Structural Equation Modelling (SEM) as the technical analysis with a consideration that the conceptual model of this research consists of three independent variable, two mediating variables, and one dependent variable. SEM analysis is a technology that allows you to analyze the effects of several variables simultaneously (Ghozali, 2008). Thus, this technique was used to analyze the relationship among service quality, food quality, physical environment quality, customer experience quality, satisfaction, and customer loyalty. Furthermore, there were two steps in conducting the analysis. The first step is to conduct the pilot test. As previously mentioned, to test the validity and reliability of the variables and measurements used in the questionnaire, researchers need to conduct the pilot test. SPSS (Statistical Package for Social Sciences) is used to analyze the results of 40 data that have been obtained. The second step is to test hypotheses, to test normality and outliers as well as to analyze model fitness. In this case, the researcher used SEM analysis in AMOS software version 23.0.

3.7.1. Respondents Characteristic

In this part, this research describes the demographic characteristic of the respondents. The demographic characteristics explain gender, age, educational background, and monthly expenses.

3.7.2. Descriptive Analysis

Descriptive analysis is a brief explanation that summarizes a set of data that can represent the entire population or a sample. This is done to find out and describe the average responses of each item and indicators in the questionnaire.

3.7.3. Model Development on Theory

3.7.3.1. Normality Test

The normality of data must be fulfilled so that the data can be further processed for SEM modeling. Testing this multivariate normality is by observing the value of the Critical Ratio (CR) of the data used, if the CR data values are in the range of ± 2.58 , then the research data can be said to be normal.

3.7.3.2. Outlier Test

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values, both for a variable and for combination variables. The outliers can be evaluated using an analysis of multivariate outliers based on Mahalanobis Distance values

3.7.3.3 Confirmatory Analysis or Goodness of Fit Criteria

Confirmatory analysis is used to test concepts that are built using several measurable indicators. In the first

confirmatory analysis, the loading factor value of each indicator is seen. The loading factor can be used to measure the construct validity where a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. According to (Hair, Anderson, Babin, & Black, 2010) the minimum number of factor loading is ≥ 0.5 or ideally ≥ 0.7 . If there is a value that is still below 0.5 then it will be removed from the analysis.

a) Chi-Square (χ^2)

Chi-square statistics is the most critical measurement tools in testing the overall version. In different words, the chi-square statistic is appropriate to check the hypotheses to evaluate the significance of structural equation modeling. Chi-square value identifies deviations among the pattern covariance matrix and the fitted model covariance matrix.

However, the chi-square value will best be legitimate if the data met the assumptions of normality and feature a large sample size. Moreover, chi-square is used to investigate whether or not the version is match or poor. The model is taken into consideration good if the chi-square value is low. In different words, the smaller

the value of χ^2 , the better the model is because of $\chi^2 = 0$.

b) CMIN/DF

CMIN/DF is the minimum pattern discrepancy function that is divided through its degree of freedom. This index is a parsimonious conformity index that measures the relationship of the goodness of fit model and the quantity of expected coefficients that are predicted to reach a level of conformity. CMIN/DF may be considered as a good suit if the cost of it is ≤ 2.00 , which indicates the acceptance in shape of model and data.

c) Goodness of Fit Index (GFI)

Goodness of Fit Index (GFI) is a tool to measure the accuracy of the model in producing the found covariance matrix. These index degrees from zero to one with larger samples growing its value. Traditionally, a cut-off cost of 0.90 has been recommended for the GFI. However, Miles and Shevlin (mentioned in Hooper, Coughlan, & Mullen, 2008) said that simulation research have proven that when thing loadings and sample sizes are low, a better cut-off of 0.95 is more appropriate.

(Hair, Anderson, Tatham, & William, 1998) divided GOFI (Goodness of Fit Index) criteria into 3 types of criteria, namely absolute fit indices, incremental fit indices and parsimony fit indices. Of the three types of GOFIs as a whole there are 25 criteria, but according to Hair et al. (2010) in the SEM-Amos analysis does not require all criteria to be met, 4-5 criteria are sufficient as long as there are criteria that represent all three types of GOFI criteria.

In this study 2 criteria were taken from each type of GOFI, namely CMINDF and RMSEA representing absolute fit indices, CFI and TLI representing incremental fit indices then PGFI and PNFI represented parsimony fit indices.

d) Root Mean Square Error of Approximation (RMSEA)

The RMSEA is considered one of the most informative in shape indices. According to Byrne (noted in Hooper et al., 2008), the RMSEA tells approximately how properly the version is with unknown but optimally chosen parameter estimates that could healthy the populations' covariance matrix. The

standard value of RMSEA may be classified into numerous categories as follows:

- a. If $RMSEA \leq 0.5$, it is considered as close fit.
- b. If $0.05 \leq RMSEA \leq 0.08$, it is considered as good fit.
- c. If $0.8 \leq RMSEA \leq 0.10$, it is considered as mediocre fit.
- d. If $RMSEA \geq 0.10$, it is considered as a poor fit.

e) Adjusted Goodness of Fit Index (AGFI)

According to Schermelleh-Engel, Moosbrugger, & Müller (2003), AGFI is a tool to modify the prejudice of the complexity of the model-based upon levels of freedom, with more saturated fashions reducing fit. The value of AGFI ranges between 0 and 1. The model is stated good fit if the index is 0.90, which indicates well-fitting models. Meanwhile, the value this is greater than 0.85 may be considered as an acceptable in fit.

f) Tucker Lewis Index (TLI)

TLI is an incremental fit index that is used to assess the aspect analysis that has been developed in SEM. This index levels from 0-1. TLI can be said as a

good fit if the index is equal or more than 0.90. The larger TLI value indicated a better fit for the model.

g) Comparative Fit Index (CFI)

CFI brings compatibility of one model to the data and compares it with other models with the same data. Therefore, this form of statistic index captures the relative goodness-of-fit. The CFI levels from 0.0 to 1.0 and large numbers are better. Unlike the other indices, the CFI attempts to adjust model complexity by using such as the levels of freedom used in the model directly into the calculation. The standard value of CFI may be classified into some categories as follows:

Table 3.2 Goodness of Fit Index

Goodness of Fit Indices	Cut off Value
X ² (Chi-Square)	Small Value
CMIN/DF	≤ 2.00
GFI (Goodness of Fit Index)	≥ 0.90
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
AGFI (Adjusted Goodness of Fit Index)	≥ 0.90
TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90
Significance Probability	≥ 0.05

Source: Ferdinand, 2002

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

Data analysis of this research is explained in this chapter. This research was conducted through online questionnaires, which 230 respondents participated in this research. The end result of this research analysis was presented through descriptive analysis of respondents' characteristics, descriptive evaluation of the responses, elaboration of validity and reliability test, normality test, outlier, the goodness of fit measurement, and hypothesis testing for the model. Structural Equation Modeling (SEM) became used as a tool for data analysis in this research. More precisely, AMOS software model 23.0 has been used to analyze the data collected.

As what have already been defined before, 230 questionnaires have been collected. The information of the questionnaires can be seen in the appendix. The population of this research turned into Indonesian people but mostly Yogyakarta people aged (30) years old who ever visited CGV Cinema Hartono Mall Yogyakarta.

4.1 Statistics Descriptive

Descriptive data of respondents obtained from the survey is explained in this section. Descriptive statistics is presented to peer the profile of the research data and its relationship with the variables used in this research.

4.1.1 Respondents' Classification Based on Gender

In the following classification, the author differentiates respondents according to their gender. The table below shows the frequency and percentage of each gender of the respondent:

Table 4.1 Respondents Classification Based on Gender

No	Gender	Number (person)	Percentage
	Male	107	46.5
	Female	123	53.5
Total		230	100

Source: Primary Data (Computed), 2020

As can be seen in table 4.1, respondents from this study were mostly female with a percentage of 53.5% or as many as 123 people. In addition, male respondents in this study numbered 107 people or as much as 46.5%. This shows the difference of the number of female and male respondents around 7%. Table 4.1 also shows that visitors from CGV Cinema Hartono Mall Yogyakarta are mostly female.

4.1.2. Respondents Classification Based on Age

Based on age, the respondents in this research has been classified as follows:

Table 4.2 Respondents Classification Based on Age

No	Age (Year)	Number (person)	Percentage
1	<16	2	0.9
2	16-20	35	15.2
3	21-25	178	77.4
4	26-30	7	3
5	>30	8	3.5
Total		230	100

Source: Primary Data (Computed), 2020

Based on table 4.2, it could be seen that the respondents in this research were <16 years old around 0.9%. Meanwhile, respondents who were between 16-20 years old was 15.2%, for the respondents between 21-25 years old was 77.4%, respondents between 26-30 years old was 3% and respondents were >30 years old was 3.5%. It could be concluded that the respondents in this research were normally among 21-25 years old, with the total number of 178 respondents or 77.4% of the total respondents. Meanwhile, the smallest percentage for respondents aged <16 years old, which was 0.9% of the total respondents or 2 respondents.

4.1.3. Respondents Classification Based on Educational Background

Based on respondents' educational background, respondents has been classified as follows:

Table 4.3 Respondents Classification Based on Educational Background

No	Education	Number (person)	Percentage
1	Elementary School	1	0.4
2	Junior High School / Equivalent	3	1.3
3	High School / Equivalent	41	17.8
4	Diploma	6	2.6
5	Undergraduate	176	76.6
6	Postgraduate	3	1.3
Total		230	100

Source: Primary Data (Computed), 2020

Based on Table 4.3, it can be seen that majority of the educational background of the respondents were undergraduate, with the number of 176 respondents or 76.6% of the total respondents. Meanwhile, respondents with a primary school education background were the least in this study with only 1 person.

4.1.4. Respondents Classification Based on Job Types

Based on job types, the respondents in this research has been classified as follows:

Table 4.4 Respondents Classification Based on Job

No	Job	Number (person)	Percentage
1	Student	194	84.4
2	PNS/TNI/POLRI	3	1.3
3	Employee	21	9.1
4	Entrepreneur	8	3.5
5	Others	4	1.7
Total		230	100

Source: Primary Data (Computed), 2020

Based on Table 4.4, it can be seen that the most respondents in this research were students with a total of 190 respondents or 84.4% of the total respondents, while the respondents who had the fewest numbers were PNS / TNI / POLRI who only numbered 3 respondents or 1.3% of the total respondents. Based on the data above, it can be concluded that almost all of CGV Cinema Hartono Mall Yogyakarta clients are students.

4.1.5. Respondents' Classification Based on Monthly Expenses

The respondents in this classification have been divided into four different categories based on their monthly expenses. The detail of each category is shown in the following table:

Table 4.5 Respondents Classification Based on Monthly Expenses

No	Monthly Expenses	Number (person)	Percentage
1	< 3,000,000	180	78.3
2	3,000,000 – 5,000,000	38	16.5
3	> 5,000,000	12	5.2
Total		230	100

Source: Primary Data (Computed), 2020

Based on Table 4.5, it can be seen that the highest respondents in this research were those who spent between less than Rp3,000,000 each month. Moreover, the smallest percentage was for respondents who spend more than Rp5,000,000 each month.

4.2. Descriptive Analysis

To summarize the value-average score in figuring out the respondents' assessment criteria, a descriptive analysis was conducted in this research. The calculation of value-average score interval can be found by the usage of the following formula:

Lowest perception score = 1

Highest perception score = 6

With the detail interval as follows:

1.00	= Strongly Disagree	4.00	= Rather Agree
2.00	= Disagree	5.00	= Agree
3.00	= Rather Disagree	6.00	= Strongly Agree

4.2.1. Service Quality

Table 4.6 below shows the results of descriptive analysis of service quality

Table 4.6 Descriptive Analysis of Service Quality

Attributes of Service Quality	Mean	Category
I feel happy with the service provided by CGV management	4.82	Agree
I believe that CGV employees provide quality service	4.80	Agree
The food I received was according to what I ordered	4.98	Agree
Ticket services do not have to wait long	4.54	Agree
CGV employees are ready to help customers	4.78	Agree
CGV employees have confidence in serving	4.87	Agree
CGV employees value customers	4.96	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.6, it can be seen that in indicators of service quality, the third indicator which is “The food I received was according to what I ordered” had the highest mean with the value of 4.98 and was considered as “Agree” category. The indicators with the lowest mean was the fourth indicator, “Ticket services do not have to wait long” with 4.54 value and was considered as “Agree”.

From the data above, average assessment of 230 respondents of CGV Cinema visitors for service quality indicators was 4.82. Therefore,

the result indicated that the respondents' perception toward service quality was "Agree".

4.2.2. Food Quality

Table 4.7 below shows the results of descriptive analysis of food quality:

Attributes of Food Quality	Mean	Category
The food offered at CGV is delicious	4.58	Agree
The food offered at CGV is nutritious	3.80	Rather Agree
There are many food choices offered by CGV	4.51	Agree
The food offered at CGV is fresh	4.31	Rather Agree
The food at CGV has a tempting aroma	4.86	Agree
The food at CGV has an appetizing appearance	4.65	Agree

Table 4.7 Descriptive Analysis of Food Quality

Source: Primary Data (Computed), 2020

Based on Table 4.7, it can be seen that in indicators of food quality, the fifth indicator which is "The food at CGV has a tempting aroma" had the highest mean with the value of 4.86 and was considered as "Agree" category. The indicators with the lowest mean was the second indicator, "The food offered at CGV is nutritious" with 3.80 value and was considered as "Rather Agree".

From the data above, average assessment of 230 respondents of CGV Cinema visitors for food quality indicators was 4.45. Therefore, the result indicated that the respondents' perception toward food quality was "Agree".

4.2.3. Physical Environment Quality

Table 4.8 below shows the results of descriptive analysis of physical environment quality:

Attributes of Physical Environment Quality	Mean	Category
The atmosphere at the CGV Cinema is fun	4.99	Agree
The interior at the CGV Cinema is interesting	5.05	Agree
The background music that is played is pleasant to hear	4.77	Agree
Cinema as a whole is neatly arranged.	5.12	Agree
CGV employees are well dressed and attractive.	4.99	Agree
The CGV cinema and its environment are clean	5.10	Agree

Table 4.8 Descriptive Analysis of Physical Environment Quality

Source: Primary Data (Computed), 2020

Based on Table 4.8, it can be seen that in indicators of physical environment quality, the fourth indicator which is “Cinema as a whole is neatly arranged.” had the highest mean with the value of 5.12 and was considered as “Agree” category. The indicators with the lowest mean was the third indicator, “The background music that is played is pleasant to hear” with 4.77 value and was considered as “Agree”.

From the data above, average assessment of 230 respondents of CGV Cinema visitors for physical environment quality indicators was

5.00. Therefore, the result indicated that the respondents' perception toward physical environment quality was "Agree".

4.2.4. Customer Experience Quality

Table 4.9 below shows the results of descriptive analysis of customer experience quality:

Attributes of Customer Experience Quality	Mean	Category
I believe that we will receive a pleasant experience at CGV.	4.90	Agree
Overall my experience at CGV was good.	5.01	Agree
It's fun watching movies in this CGV cinema	4.96	Agree
Watching movies in this CGV cinema is comfortable	4.93	Agree
Watching movies at CGV Cinema is according to my needs and expectations.	4.87	Agree
This CGV cinema prioritizes customer convenience	4.90	Agree
I like to maintain relationships as a customer with this CGV cinema.	4.79	Agree

Table 4.9 Descriptive Analysis of Customer Experience Quality

Source: Primary Data (Computed), 2020

Based on Table 4.9, it can be seen that in indicators of customer experience quality, the second indicator which is "Overall my experience at CGV was good." had the highest mean with the value of 5.01 and was considered as "Agree" category. The indicators with the lowest mean was the fifth indicator, "Watching movies at CGV Cinema

is according to my needs and expectations.” with 4.87 value and was considered as “Agree”.

From the data above, average assessment of 230 respondents of CGV Cinema visitors for customer experience quality indicators was 4.90. Therefore, the result indicated that the respondents’ perception toward customer experience quality was “Agree”.

4.2.5. Satisfaction

Table 4.10 below shows the results of descriptive analysis of satisfaction:

Table 4.10 Descriptive Analysis of Satisfaction

Attributes of Satisfaction	Mean	Category
How satisfied are you with this cinema?	4.92	Agree
How well does this cinema meet your expectations?	4.84	Agree
Imagine a perfect cinema. How ideal is this cinema?	4.62	Agree
Your satisfaction with the film shown?	4.97	Agree
Your satisfaction with the food and drinks offered?	4.54	Agree
Your satisfaction with the whole CGV Cinema service?	4.87	Agree

Source: Primary Data (Computed), 2020

Based on Table 4.10, it can be seen that in indicators of satisfaction, the fourth indicator, which is “Your satisfaction with the

film shown?” had the highest mean with the value of 4.97 and was considered as “Agree” category. The indicators with the lowest mean was the fifth indicator, “Your satisfaction with the food and drinks offered?” with 4.54 value and was considered as “Agree”.

From the data above, average assessment of 230 respondents of CGV Cinema visitors for physical environment quality indicators was 4.79. Therefore, the result indicated that the respondents’ perception toward satisfaction was “Agree”.

4.2.6. Customer Loyalty

Table 4.11 below shows the results of descriptive analysis of customer loyalty:

Attributes of Satisfaction	Mean	Category
I will continue to visit CGV in the future.	4.69	Agree
I would recommend CGV and its services to others at my university.	4.62	Agree
I would recommend CGV and its services to others outside my university.	4.53	Agree
I am likely to say good things about this cinema	4.59	Agree

Table 4.11 Descriptive Analysis of customer loyalty

Source: Primary Data (Computed), 2020

Based on Table 4.11, it can be seen that in indicators of customer loyalty, the first indicator, which is “I will continue to visit

CGV in the future.” had the highest mean with the value of 4.69 and was considered as “Agree” category. The indicators with the lowest mean was the third indicator, “I would recommend CGV and its services to others outside my university.” with 4.53 value and was considered as “Agree”.

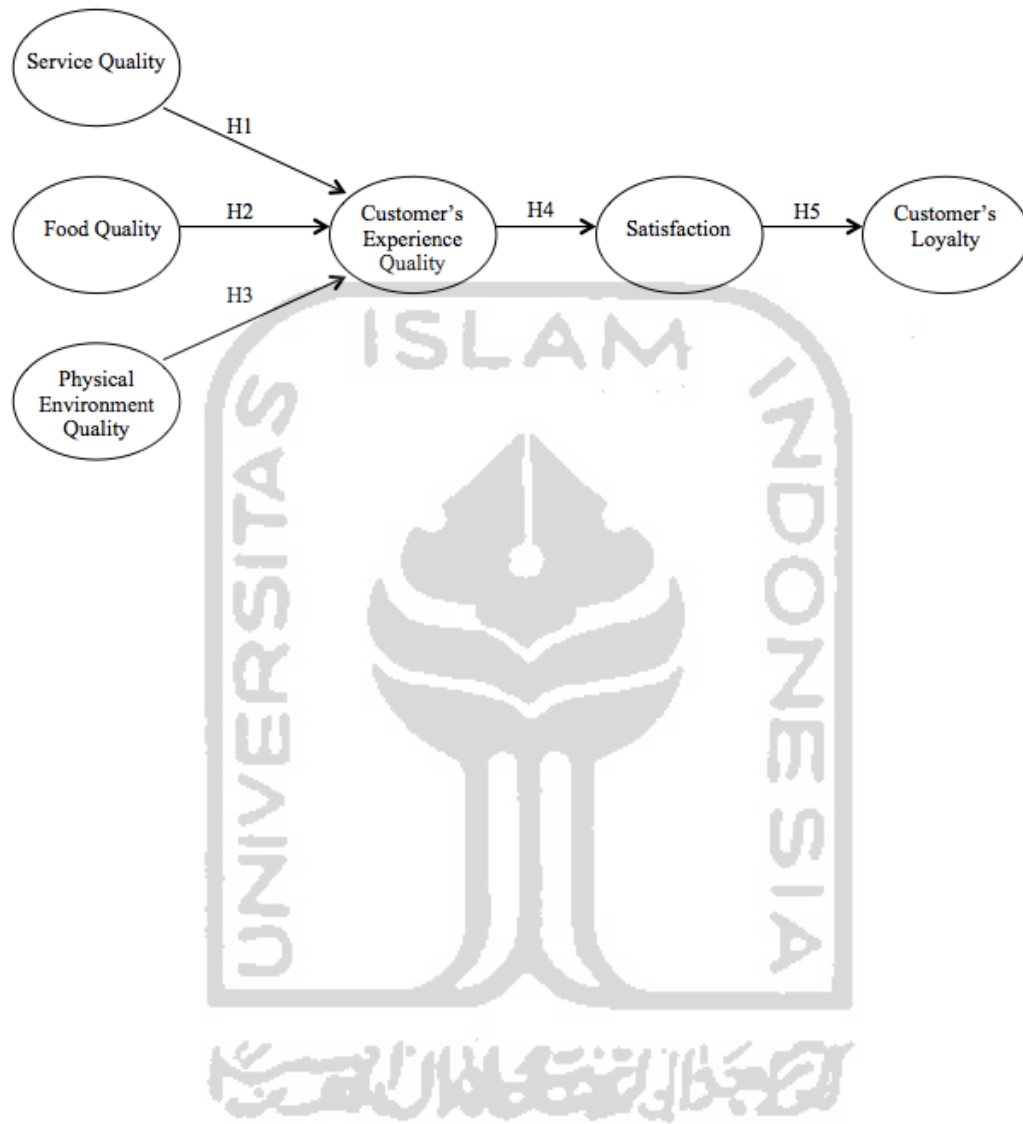
From the data above, average assessment of 230 respondents of CGV Cinema visitors for customer loyalty indicators was 4.60. Therefore, the result indicated that the respondents’ perception toward customer loyalty was “Agree”.

4.3. Structural Equation Model (SEM) Analysis

4.3.1. Development Model Based on Theory

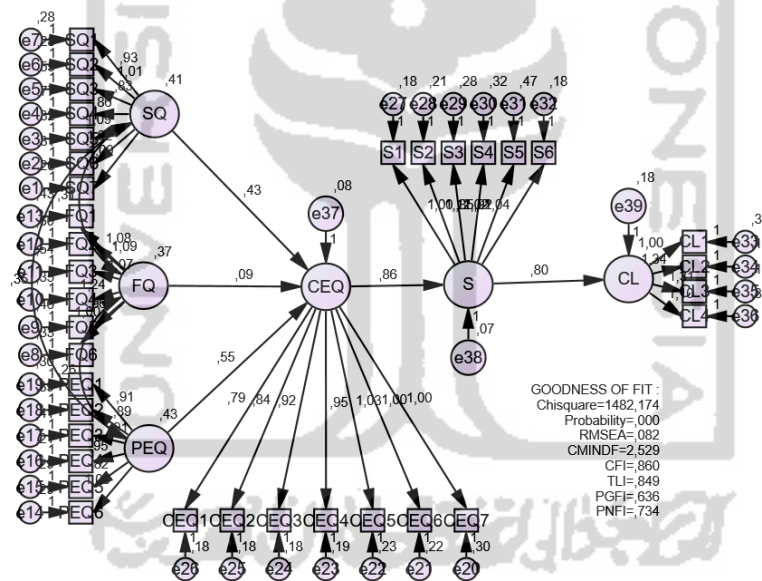
In this research, the concept of data analysis explained in Chapter II is the basis for developing the model. In general, the model consists of exogenous variables, namely Service Quality (SQ), Food Quality (FQ) and Physical Environment Quality (PEQ). The endogenous variables in this study are Customer Experience Quality (CEQ), Satisfaction (S), and Customer’s Loyalty (CL). Overviews of the models that have been developed are as follows:

Figure 4.1 Research Framework



4.3.2. Diagram Flow and Structural Equation

The next step is to set up causality relationships with a path diagram and set up structural equations. There are 2 matters that need to be done, specifically structuring the structural model, specifically through connecting between latent constructs, both endogenous and exogenous, and figuring out the model. Specifically connecting endogenous and exogenous latent constructs with indicator or manifest variables.



Source: Primary Data (Computed), 2020

Figure 4.2 Structural Model

4.3.3. Normality Test

The data can be further processed for SEM modeling when the normality of data already fulfilled. Testing this multivariate normality is by observing the value of the Critical Ratio (CR) of the data used. The research data can be stated to be normal if the CR data values are in the range of ± 2.58 . The normality of data used in this analysis is as presented inside the following table:

Table 4.12 Normality Test Result

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
CL4	1,000	6,000	-1,040	-6,437	1,879	5,817
CL3	1,000	6,000	-,960	-5,941	1,436	4,447
CL2	1,000	6,000	-,806	-4,989	1,258	3,895
CL1	1,000	6,000	-,696	-4,311	1,459	4,517
S6	1,000	6,000	-1,011	-6,257	2,463	7,624
S5	1,000	6,000	-,568	-3,517	,826	2,558
S4	2,000	6,000	-,662	-4,098	,462	1,430
S3	1,000	6,000	-,509	-3,153	,840	2,600
S2	1,000	6,000	-1,198	-7,417	2,831	8,764
S1	1,000	6,000	-1,160	-7,183	3,177	9,834
CEQ1	2,000	6,000	-,679	-4,206	1,290	3,993
CEQ2	2,000	6,000	-,555	-3,435	,703	2,177
CEQ3	2,000	6,000	-,586	-3,629	,460	1,425
CEQ4	2,000	6,000	-,625	-3,869	,412	1,275

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
CEQ5	1,000	6,000	-,866	-5,365	1,440	4,457
CEQ6	1,000	6,000	-,904	-5,595	1,823	5,645
CEQ7	1,000	6,000	-,942	-5,830	1,572	4,865
PEQ1	1,000	6,000	-1,022	-6,327	2,496	7,727
PEQ2	1,000	6,000	-1,067	-6,607	2,235	6,920
PEQ3	1,000	6,000	-,790	-4,888	1,259	3,898
PEQ4	2,000	6,000	-,831	-5,147	1,207	3,735
PEQ5	2,000	6,000	-,645	-3,996	,743	2,300
PEQ6	1,000	6,000	-1,097	-6,795	2,185	6,765
FQ1	1,000	6,000	-,673	-4,166	1,017	3,147
FQ2	1,000	6,000	-,023	-,144	,264	,817
FQ3	1,000	6,000	-,671	-4,157	,938	2,904
FQ4	1,000	6,000	-,367	-2,274	,205	,633
FQ5	2,000	6,000	-,434	-2,686	-,232	-,718
FQ6	2,000	6,000	-,155	-,959	-,345	-1,069
SQ1	1,000	6,000	-,902	-5,586	2,163	6,694
SQ2	1,000	6,000	-,608	-3,763	1,054	3,261
SQ3	1,000	6,000	-,924	-5,720	1,123	3,477
SQ4	1,000	6,000	-,706	-4,374	,554	1,716
SQ5	2,000	6,000	-,661	-4,093	,227	,704
SQ6	2,000	6,000	-,826	-5,111	,823	2,548
SQ7	2,000	6,000	-,638	-3,950	,296	,916
Multivariate					415,895	60,292

Source: Primary Data (Computed), 2020

Based on the table, it is obtained that the value of multivariate CR still has a value above 2.58, which is 60.292 so that the data has not been normally distributed. In order for the data to be normally

distributed it is necessary to issue respondent data that contains outliers.

Expenditures of respondent data containing outliers are based on the Mahalanobis Distance table. After some data containing outliers is removed from the analysis, a normality test is returned with the following results:

Table 4.13 Modified Normality Test Result

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
CL4	3,000	6,000	-,378	-2,225	-,136	-,401
CL3	2,000	6,000	-,317	-1,868	-,029	-,085
CL2	3,000	6,000	-,106	-,624	-,632	-1,861
CL1	3,000	6,000	-,027	-,159	-,658	-1,938
S6	3,000	6,000	-,309	-1,822	,094	,276
S5	3,000	6,000	-,137	-,806	-,467	-1,375
S4	3,000	6,000	-,471	-2,772	,075	,221
S3	3,000	6,000	-,048	-,284	-,461	-1,357
S2	3,000	6,000	-,483	-2,846	,291	,855
S1	3,000	6,000	-,353	-2,077	,456	1,342
CEQ1	3,000	6,000	-,382	-2,247	,594	1,750
CEQ2	3,000	6,000	-,195	-1,147	-,357	-1,051
CEQ3	3,000	6,000	-,349	-2,053	-,138	-,405
CEQ4	3,000	6,000	-,398	-2,343	,045	,131
CEQ5	3,000	6,000	-,348	-2,047	-,280	-,825
CEQ6	3,000	6,000	-,350	-2,062	-,303	-,891
CEQ7	3,000	6,000	-,401	-2,361	-,049	-,144

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
PEQ1	2,000	6,000	-,620	-3,650	1,217	3,582
PEQ2	3,000	6,000	-,361	-2,128	-,525	-1,547
PEQ3	3,000	6,000	-,313	-1,844	-,236	-,695
PEQ4	3,000	6,000	-,429	-2,526	-,317	-,935
PEQ5	3,000	6,000	-,249	-1,464	-,252	-,741
FQ1	2,000	6,000	-,270	-1,590	-,219	-,645
FQ2	1,000	6,000	,094	,551	,211	,620
FQ3	2,000	6,000	-,349	-2,056	,170	,502
FQ4	2,000	6,000	-,098	-,579	-,295	-,868
FQ5	2,000	6,000	-,341	-2,006	-,405	-1,192
FQ6	2,000	6,000	-,141	-,831	-,186	-,548
SQ1	3,000	6,000	-,254	-1,493	,003	,007
SQ2	3,000	6,000	-,270	-1,592	-,291	-,856
SQ3	2,000	6,000	-,674	-3,970	,243	,716
SQ4	1,000	6,000	-,620	-3,652	,530	1,561
SQ5	2,000	6,000	-,656	-3,864	,162	,476
SQ6	2,000	6,000	-,811	-4,773	1,255	3,694
SQ7	3,000	6,000	-,558	-3,283	,138	,406
Multivariate					92,715	9,325

Source: Primary Data (Computed), 2020

After the second normality test, showed that the value of CR in multivariate was 9.325 where the value was still above 2.58 but below 10,000. According to Ghozali (2006) data with a multivariate CR value below 10,000 can still be concluded that the data are normally distributed, so that Structural Equation Modeling (SEM) can be used to analyze the data in this research.

4.3.4. Outliers Test

Outliers are observations or data that have a different appearance from other observations and have unique characteristics that appear in the form of extreme values, both for variables and combination variables. Outliers can be evaluated using multivariate outlier analysis based on Mahalanobis Distance values.

The Mahalanobis Distance test was calculated using the chi-square value at the degree of freedom of 36 indicators at the level of $p < 0.001$ using the formula $X^2(36; 0.001) = 58.619$. The results of the analysis for multivariate outliers can be seen in the following table.

Table 4.14 Outliers Test Result

Observation number	Mahalanobis d-squared	p1	p2
65	58,514	,010	,000
93	58,472	,010	,000
181	58,359	,011	,000
53	58,041	,011	,000
176	57,814	,012	,000
142	57,667	,012	,000
4	57,427	,013	,000
158	57,423	,013	,000
133	57,401	,013	,000
81	56,863	,015	,000
191	56,843	,015	,000

Source: Primary Data (Computed), 2020

As seen in table 4.14, the results of the outlier test that have been done show that there is no value that is more than 58,619, so it can be concluded that there is no outliers data.

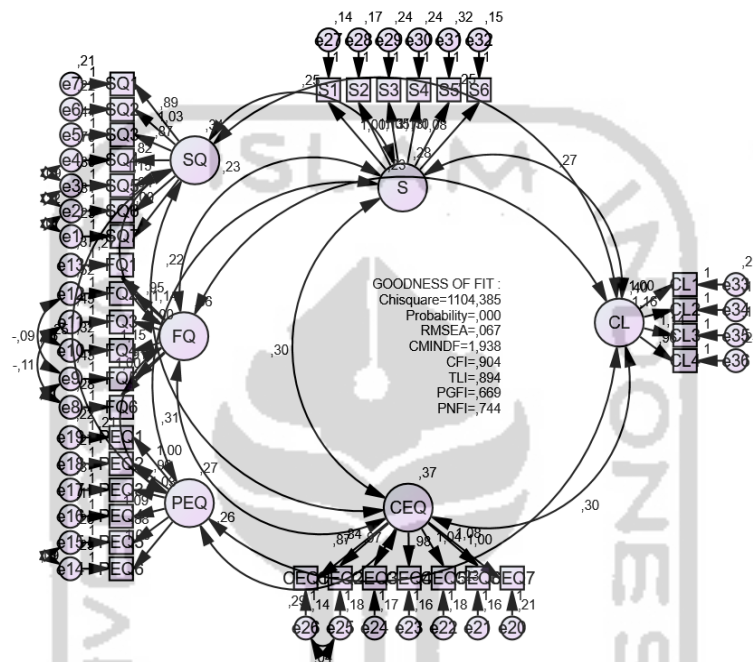
4.3.5. Confirmatory Factor Analysis

Confirmatory analysis is used to test concepts built using some measurable metrics. The first confirmatory analysis shows the load factor values for each indicator. If the questionnaire question can reveal something measured by the questionnaire, we can measure the construct validity in which a questionnaire is said to be valid by using the loading factor. According to Hair et al. (2010) the minimum number of factor loading is ≥ 0.5 or ideally ≥ 0.7 . If there is a value that is still below 0.5 then it will be removed from the analysis.

In addition, the conformity test of the conformity model is tested using the Goodness of Fit Index. Hair et al. (1998) divides GOFI (Goodness of Fit Index) criteria into three types of criteria: absolute fit indices, incremental fit indices and parsimony fit indices. From the three types of GOFIs, in overall there are 25 criteria, but according to Hair et al. (2010) in the SEM-Amos analysis does not require that all criteria must be met, as long as there are criteria that can represents all three types of GOFI criteria, 4-5 criteria are sufficient.

This research adopted two criteria from each type of GOFI that are: CMINDF and RMSEA for representing absolute fit indices, CFI and

TLI for representing incremental fit indices, then PGFI and PNFI represented parsimony fit indices. The results of the confirmatory analysis are as follows:



Source: Primary Data (Computed), 2020

Figure 4.3 Confirmatory Analysis Model

With the loading factor value as follows:

Table 4.15 Loading Factors Result

Variable	Indicator	Loading Factors
Service Quality	SQ7	,768
	SQ6	,700
	SQ5	,774
	SQ4	,5
	SQ3	,606

Variable	Indicator	Loading Factors
	SQ2	,788
	SQ1	,750
Food Quality	FQ6	,747
	FQ5	,638
	FQ4	,773
	FQ3	,668
	FQ2	,689
	FQ1	,684
Physical Environment Quality	PEQ6	,721
	PEQ5	,669
	PEQ4	,804
	PEQ3	,691
	PEQ2	,690
	PEQ1	,743
Customer Experience Quality	CEQ7	,794
	CEQ6	,852
	CEQ5	,825
	CEQ4	,826
	CEQ3	,817
	CEQ2	,773
	CEQ1	,817
Satisfaction	S1	,817
	S2	,821
	S3	,774
	S4	,749
	S5	,716
	S6	,829

Variable	Indicator	Loading Factors
Customer Loyalty	CL1	,795
	CL2	,895
	CL3	,891
	CL4	,774

Source: Primary Data (Computed), 2020

The results of the analysis showed that the loading factor values for all indicators reached 0.5. This makes all indicators in this research are valid.

Next, a confirmatory analysis goodness of fit test will be carried out with the following results:

Table 4.16 Goodness of Fit Test Result

Fit Index	GOF	Criteria	Cut-off value	Description
Absolute Fit	Chi-square	Expected Little	1104.385	Marginal Fit
	Probability	≤ 0.05	0.000	Fit
	RMSEA	≤ 0.08	0.067	Fit
	CMINDF	$\leq 2,00$	1.938	Fit
Incremental Fit	TLI	≥ 0.90	0.904	Fit
	CFI	≥ 0.90	0.894	Marginal Fit
Parsimony Fit	PGFI	≥ 0.60	0.669	Fit
	PNFI	≥ 0.60	0.744	Fit

Source: Primary Data (Computed), 2020

The results of the goodness-of-fit test indicate that all goodness-of-fit criteria are met, so the model in this study is fit.

4.3.6. Reliability Test

Since the range of the reliability coefficient is 0 to 1, the measuring instrument becomes more reliable if the coefficient higher (close to number 1). If the constructive reliability value > 0.7 and the extracted variance value > 0.5, then the constructive reliability is said to be good. (Yamin & Kurniawan, 2009).

The formula to calculate construct reliability is:

$$\text{Construct Reliability} = \frac{(\sum \text{loading baku})^2}{(\sum \text{loading baku})^2 + \sum e_j}$$

On the other hand, the formula for calculating extracted variance is as follows:

$$\text{Variance Extracted} = \frac{\sum (\text{loading baku})^2}{\sum (\text{loading baku})^2 + \sum e_j}$$

From the results of calculations that have been done using the formula above, the following results are obtained:

Table 4.17 Reliability Test Result

Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Service Quality	SQ7	0,768	0,590	0,410	0,9	0,5
	SQ6	0,7	0,490	0,510		
	SQ5	0,774	0,599	0,401		
	SQ4	0,495	0,245	0,755		
	SQ3	0,606	0,367	0,633		
	SQ2	0,788	0,621	0,379		
	SQ1	0,75	0,563	0,438		

Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Food Quality	FQ6	0,747	0,558	0,442	0,9	0,5
	FQ5	0,638	0,407	0,593		
	FQ4	0,773	0,598	0,402		
	FQ3	0,668	0,446	0,554		
	FQ2	0,689	0,475	0,525		
	FQ1	0,684	0,468	0,532		
Physical Environment Quality	PEQ6	0,721	0,520	0,480	0,9	0,5
	PEQ5	0,669	0,448	0,552		
	PEQ4	0,804	0,646	0,354		
	PEQ3	0,691	0,477	0,523		
	PEQ2	0,69	0,476	0,524		
	PEQ1	0,743	0,552	0,448		
Customer Experience Quality	CEQ7	0,794	0,630	0,370	0,9	0,7
	CEQ6	0,852	0,726	0,274		
	CEQ5	0,825	0,681	0,319		
	CEQ4	0,826	0,682	0,318		
	CEQ3	0,817	0,667	0,333		
	CEQ2	0,773	0,598	0,402		
	CEQ1	0,817	0,667	0,333		
Satisfaction	S1	0,817	0,667	0,333	0,9	0,6
	S2	0,821	0,674	0,326		
	S3	0,774	0,599	0,401		
	S4	0,749	0,561	0,439		
	S5	0,716	0,513	0,487		
	S6	0,829	0,687	0,313		

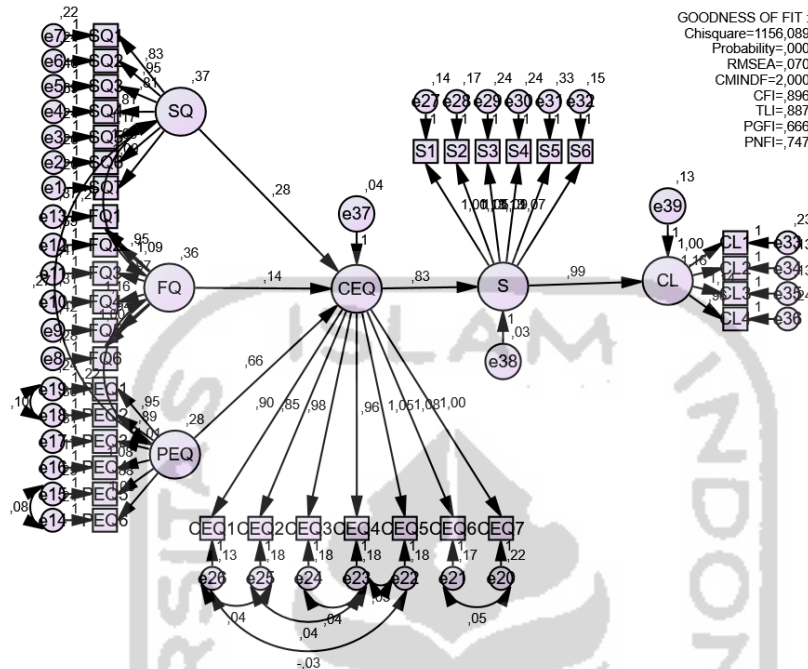
Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Customer Loyalty	CL1	0,795	0,632	0,368	0,9	0,7
	CL2	0,895	0,801	0,199		
	CL3	0,891	0,794	0,206		
	CL4	0,774	0,599	0,401		

Source: Primary Data (Computed), 2020

From the table 4.17 above, it can be seen that all variables show a constructive reliability of ≥ 0.7 . Regarding the variance extracted in this study, the value of each variable also exceeds 0.5. Therefore, it can be concluded that the questionnaire used for this research was reliable.

4.4. Model Modification and Complete Goodness-of-Fit Criteria

Modification based on modification index needs to be done in the path analysis model in this research. Here are the results from the final analysis pass for this study:



Source: Primary Data (Computed), 2020

Figure 4.5 Final Research Model

The complete Goodness of Fit model test results have shown all the criteria are met as follows:

Table 4.18 Complete Goodness of Fit Model

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	Chi-square	Expected Small	1156,009	Marginal Fit
	Probability	≤ 0.08	0,000	Fit
	RMSEA	≤ 0.08	0.070	Fit
	CMINDF	$\leq 2,00$	2,000	Fit
Incremental Fit	TLI	≥ 0.90	0.896	Marginal Fit
	CFI	≥ 0.90	0.887	Marginal Fit

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Parsimony	PGFI	≥ 0.60	0.666	Fit
Fit	PNFI	≥ 0.60	0.747	Fit

Source: Primary Data (Computed), 2020

4.5. Hypothesis Testing

To test the hypotheses developed in this study, the next analysis carried out was a full model Structural Equation Model (SEM) analysis. The regression weight test results in this study are as follows:

Table 4.19 Data of Hypothesis testing

Hypothesis				Estimate	S.E.	C.R.	P	Result
H1	CEQ	<---	SQ	,278	,099	2,802	,005	Supported
H2	CEQ	<---	FQ	,135	,066	2,042	,041	Supported
H3	CEQ	<---	PEQ	,659	,119	5,561	***	Supported
H4	S	<---	CEQ	,833	,068	12,333	***	Supported
H5	CL	<---	S	,986	,090	10,954	***	Supported

Source: Primary Data (Computed), 2020

To know the hypothesis accepted or rejected, it can be done by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results show a CR value greater than 1.96 and a probability value (P) less than 0.05 / 5%, the proposed research hypothesis is accepted. In detail the research hypothesis testing will be discussed in stages according to the hypothesis that has been proposed. In this research, 5 hypotheses are proposed and the discussion will be elaborated as follows:

- a. **H1:** SQ has a significant effect on CEQ

Based on data processing, it is known that the CR value is 2.802 and the P value is 0.005. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that SQ has a significant effect on CEQ, so hypotheses 1 in this research **was accepted**.

- b. **H2:** FQ has a significant effect on CEQ

Based on data processing, it is known that the CR value is 2.042 and the P value is 0.041. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that FQ has a significant effect on CEQ, so hypotheses 2 in this research **was accepted**.

- c. **H3:** PEQ has a significant effect on CEQ.

Based on data processing, it is known that the CR value of 5.561 P value of 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that PEQ has a significant effect on CEQ, so hypotheses 3 in this research **was accepted**.

- d. **H4:** CEQ has a significant effect on S.

Based on data processing, it is known that the CR value is 12.333 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that CEQ has a significant effect on S, so that hypotheses 4 in this research **was accepted**.

- e. **H5:** S has a significant effect on CL

Based on data processing, it is known that the CR value is 10.954 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that S has a significant effect on CL, so that hypotheses 5 in this research **was accepted.**

4.6. Result Discussions

4.6.1. The Influence of Service Quality to Customer Experience Quality

The results of the analysis of research that has been done showed that service quality has a positive and significant effect on the customer experience quality in CGV Cinema. Data processing becomes evidence, that service quality has a significant effect on the quality of customer experience. It is known that the CR value is 2.802 and the P value is 0.005. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that service quality has a significant effect on customer experience quality.

Verhoef et al. (2009) proposed a conceptual model of customer experience and suggest some determinants of the quality of customer experience, which includes the social environment, service interface, retail atmosphere, variety, price, and promotion. In this article, we suggest quality results as a determinant of the quality of customer's experience

4.6.2. The Influence of Food Quality to Customer Experience Quality

The results of the analysis of research that has been done showed that food quality has a positive and significant effect on the customer's experience quality in CGV Cinema. This can be seen from the data processing that the CR value is 2.042 and the P value is 0.041. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that food quality has a significant effect on customer's experience quality.

Little attention has been given to investigating ways to improve customer satisfaction by improving service and food quality, thereby increasing customer retention in the food industry (Al-Tit, 2015).

4.6.3. The Influence of Physical Environment Quality to Customer Experience Quality

The results of the analysis of research that has been done showed that physical environment quality has a positive and significant effect on the customer's experience quality in CGV Cinema. Data processing becomes evidence that service quality has a significant effect on the quality of customer's experience. It is known that the CR value of 5.561 P value of 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that physical environment quality has a significant effect on customer's experience quality

The physical environment is an important factor that helps define the nature of social interactions. In other words, customers who engage in the positive physical and relational aspects of the customer experience can find themselves in an emotional, satisfying, and loyal environment (Bitner, 1992).

4.6.4. The Influence of Customer Experience Quality to Satisfaction

The results of the analysis of research that has been done showed that customer's experience quality has a positive and significant effect on the satisfaction in CGV Cinema. This was proven by the data processing that showed the CR value is 12.333 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that customer's experience quality has a significant effect on satisfaction

Many talented researchers have stated that although customer's experience can be an uncle in various contexts of the service delivery process, there is a significant relationship between customer experience and customer satisfaction. Many research suggest that if the customer experience become more positive, the customer will become more satisfied is with a particular company (Narteh, Bedman, and Kuada, 2014).

4.6.5. The Influence of Satisfaction to Customer Loyalty

Many previous researches have observed that customer satisfaction has a significant impact on customer loyalty (Han and Hyun, 2018,

Kamran-Disfani, Mantrala, Izquierdo-Yusta, & Martínez-Ruiz, 2017, Meesala & Paul, 2018, Murali, Pugazhendhi, & Muralidharan, 2016, Vera and Trujillo, 2013). Meesala and Paul (2018) asserted that one of the antecedents of customer loyalty is the customer satisfaction. Murali et al. (2016) have found a similar finding that when the customers are satisfied, the customer can become loyal.

The results of the analysis of this research that has been done showed that satisfaction has a positive and significant effect on the customer loyalty in CGV Cinema. This can be seen from the data processing that the CR value is 10.954 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that satisfaction has a significant effect on customer's loyalty.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

This research examines the attributes of CGV cinema on the quality of customer experience by building a more comprehensive model by considering service quality, food quality, and physical environment quality. The structural relationship between all variables in this study was tested using data obtained from a questionnaire survey. The research sample was Indonesian people especially those who lived in Yogyakarta, who had visited CGV Cinema Hartono Mall Yogyakarta. This research provides empirical evidence for CGV Cinema Hartono Mall Yogyakarta. This research found significant results about service quality, food quality, physical environment quality, customer's experience quality, satisfaction and have the final effect on customer's loyalty to CGV cinema. Based on the results of data analysis, 5 hypotheses proposed in this study were all accepted. Therefore, it can be concluded that service quality, food quality, physical environment quality, customer experience quality and satisfaction affect customer's loyalty in the cinema business.

This research proves that CGV Cinema Hartono Mall Yogyakarta has good service and food quality, good physical environment and attractive, so that the customer's experience in this cinema becomes good and different from the others because there are several auditoriums that cannot be found in other cinemas. CGV Cinema Hartono Mall Yogyakarta is a cinema that has

the most advanced features in Yogyakarta. A pleasant experience and good service quality can provide benefits to other CGV Cinema in Yogyakarta to focus on developing various aspects.

However, this study shows that food quality is the weakest variable compared to other variables. In addition to the cinema business that focuses on improving service quality, and auditorium sophistication, the cinema business must also improve food quality in order to increase customer's satisfaction that can affect customer's loyalty and gain competitive advantage compared to other competitors, although one-variable is not always proven in this research.

5.2 Research Limitations

This research is a ways from perfect. In terms of limitations, there are numerous considerations as follows:

1. The sample of this research still might not represent all CGV Cinema Hartono Mall customers in Yogyakarta.
2. This research does not guarantee similar findings when the model is tested in a different cinema business, as other cinema business may be has different characteristics compare to CGV Cinema Hartono Mall Yogyakarta.
3. The survey in this study was only conducted at CGV Cinema Hartono Mall Yogyakarta. This was done because CGV Cinema Hartono Mall Yogyakarta is the most sophisticated CGV cinema and has the most complete features compared to other CGV cinemas in Yogyakarta.

Therefore, this becomes a limitation of this research because this research cannot reflect other CGV cinema in Yogyakarta where they do not have the same theater facilities or features as in CGV Hartono Mall Yogyakarta.

5.3. Recommendation

Regardless of the implications, some limitations of the current research must be discussed. First, this research was conducted using one country and respondents from Indonesia more specifically in Yogyakarta, whereas CGV cinema visitors could have come from foreign tourists who were on vacation to Yogyakarta. Therefore, there are limits to generalizing the results of this study to all customers. Second, this study measures three types of variables analyzed in this study, namely the independent, mediating, and dependent variables. For independent variables, there are service quality, food quality and physical environment quality. For mediating variables, there is quality of customer's experience and satisfaction. Meanwhile, the dependent variable is customer's loyalty. It will be meaningful for future research to clarify the specific roles of each sub-dimension.

For further empirical studies, first, it is suggested that each dimension of the CGV cinema attribute can be further explored. These dimensions provide details on what elements can be better explained in the cinema business sector. Second, future research can also be carried out for different research frameworks. The research framework can be modified to find other models that might better explain the quality of service, quality of food, and quality of the physical environment for the cinema business industry. Finally,

researchers suggest future studies to examine different target respondents. In terms of managerial implications, the results can help CGV cinema managers to create more effective strategies for customer's loyalty to CGV cinemas. Everyone has a different standard of satisfaction when visiting one cinema and another. Thus, the CGV cinema needs to consider the dimensions of detail that build customer's satisfaction and customer's loyalty to the CGV cinema. The image in the customer's mind is difficult to change. In addition, managing each element of CGV cinema attributes must be prioritized because customer satisfaction can change quite a lot.

Therefore, CGV companies must be very adaptive to industry changes, especially technological developments that occur very quickly, so they can still have more sophisticated technologies compared to other companies. In the end, if a customer has a different and extraordinary experience when visiting the CGV cinema, they will spread good things to people about CGV cinema.

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APPENDIX A

RESEARCH QUESTIONNAIRES

PENGALAMAN PELANGGAN DI CGV HARTONO MALL

Assalamualaikum Wr. Wb.

Saya Aji Tri Yudianto mahasiswa dari International Program Jurusan Management, Fakultas Ekonomi, Universitas Islam Indonesia, Yogyakarta.

Saat ini saya sedang melaksanakan penelitian guna menyelesaikan tugas akhir saya. Tujuan penelitian ini adalah untuk mengetahui pengalaman pelanggan di CGV Hartono Mall Yogyakarta. Berkenaan dengan hal tersebut, kami mohon anda mengisi kuesioner ini jika anda pernah menonton Mlm atau menggunakan layanan di CGV Hartono Mall Yogyakarta. Identitas saudara akan kami rahasiakan.

Terima Kasih

CGV Hartono Mall adalah layanan bioskop yang memiliki beberapa tipe studio seperti Regular, Starium, Sphere X, 4DX, dan Velvet. Di CGV juga tersedia makanan dan minuman baik di popcorn zone maupun di restoran yang ada di lounge velvet.

nb: 5 orang yang beruntung akan dipilih secara acak untuk mendapatkan voucher Gopay atau Ovo senilai 30.000.

* Required

Identitas Responden

1. Jenis Kelamin

** Mark only one oval.*

- ☐ Laki-laki
☐ Perempuan

2. Umur

** Mark only one oval.*

- ☐ <16
☐ 16-20
☐ 21-25
☐ 26-30
☐ >30

3. Pengeluaran perbulan

** Mark only one oval.*

- ☐ < 3.000.000
☐ 3.000.000 - 5.000.000
☐ > 5.000.000

4. Pendidikan

** Mark only one oval.*

- ☐ SMP
☐ SMA / Sederajat
☐ S1
☐ Pasca Sarjana
☐ Other:

5. Latar belakang pekerjaan

** Mark only one oval.*

- ☐ Pelajar / Mahasiswa
☐ PNS / TNI / Polri
☐ Pegawai swasta
☐ Wirausaha

☐ Lainnya

6. Seberapa sering anda menonton film di bioskop CGV dalam setahun?

** Mark only one oval.*

☐ < 2 kali

☐ 2 - 5 kali

☐ > 5 kali



Kualitas Layanan

Pernyataan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kualitas layanan di CGV Hartono Mall Yogyakarta.

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya merasa senang dengan pelayanan yang diberikan oleh manajemen CGV

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Saya percaya bahwa karyawan CGV memberikan layanan yang berkualitas.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Makanan yang saya terima sesuai yang saya pesan.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Pelayanan tiket tidak perlu menunggu lama

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Karyawan CGV siap membantu pelanggan.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Karyawan CGV memiliki kepercayaan diri dalam melayani.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Karyawan CGV menghargai pelanggan.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Kualitas Makanan

Pernyataan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kualitas makanan di CGV Hartono Mall Yogyakarta.

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Makanan yang ditawarkan di CGV enak.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Makanan yang ditawarkan di CGV bergizi.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Ada banyak pilihan makanan yang ditawarkan oleh CGV.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Makanannya yang ditawarkan di CGV segar.

* *Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Makanan di CGV memiliki aroma yang menggoda.

* *Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Makanan di CGV memiliki penampilan yang menggugah selera.

* *Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju			Sangat Setuju		

Kualitas Lingkungan Fisik

Pernyataan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kualitas lingkungan fisik di CGV Hartono Mall Yogyakarta.

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Suasana di Cinema CGV menyenangkan.

** Mark only one oval*

	1	2	3	4	5	6
	☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju						Sangat Setuju

Interior di Cinema CGV menarik.

** Mark only one oval*

	1	2	3	4	5	6
	☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju						Sangat Setuju

Latar belakang musik yang dimainkan enak didengar.

** Mark only one oval*

	1	2	3	4	5	6
	☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju						Sangat Setuju

Cinema secara keseluruhan tertata dengan rapi.

* *Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju						Sangat Setuju	

Karyawan CGV berpakaian rapi dan menarik.

* *Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju						Sangat Setuju	

Bioskop CGV dan lingkungannya bersih.

* *Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju						Sangat Setuju	

Kualitas Pengalaman Pelanggan

Pernyataan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap kualitas pengalaman pelanggan di CGV Hartono Mall Yogyakarta.

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya percaya bahwa kami akan menerima pengalaman menyenangkan di CGV

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju							Sangat Setuju

Secara keseluruhan pengalaman saya di CGV bagus.

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju							Sangat Setuju

Sangat menyenangkan menonton film di bioskop CGV ini.

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Setuju							Sangat Setuju

Menonton film di bioskop CGV ini nyaman

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Menonton film di Bioskop CGV ini sesuai kebutuhan dan harapan saya.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Bioskop CGV ini memprioritaskan kenyamanan pelanggan.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Saya suka untuk menjaga hubungan sebagai pelanggan dengan bioskop CGV ini.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Kepuasan Pelanggan

Pertanyaan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap Kepuasan Pelanggan di CGV Hartono Mall Yogyakarta.

Seberapa puas Anda dengan bioskop ini?

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Puas						Sangat Puas	

Seberapa baik bioskop ini memenuhi harapan Anda?

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Baik						Sangat Baik	

Bayangkan sebuah bioskop yang sempurna. Seberapa ideal bioskop ini?

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Ideal						Sangat Ideal	

Kepuasan Anda terhadap film yang ditayangkan?.

** Mark only one oval*

	1	2	3	4	5	6	
	☐	☐	☐	☐	☐	☐	
Sangat Tidak Puas						Sangat Puas	

Kepuasan Anda terhadap Makanan dan minuman yang ditawarkan?

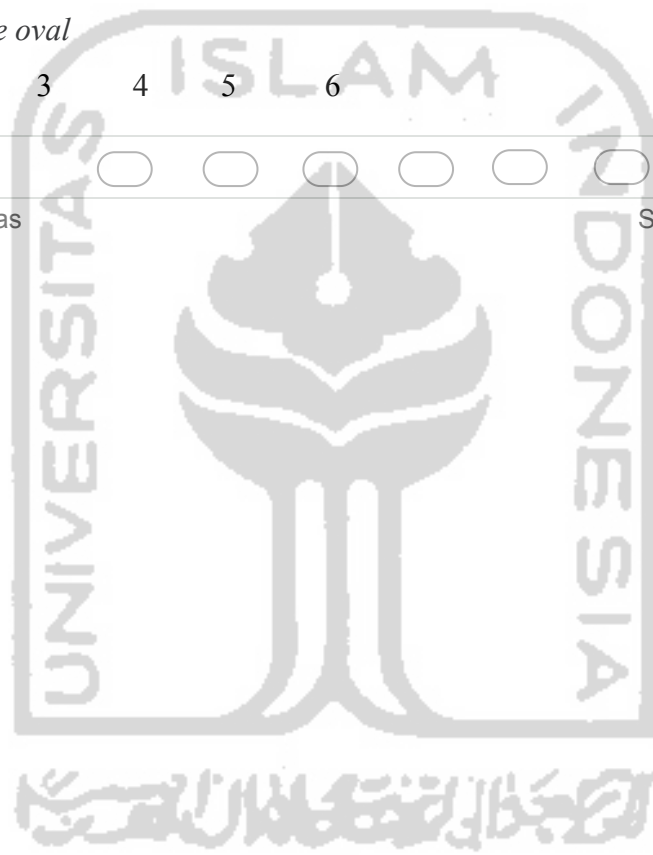
* *Mark only one oval*

	1	2	3	4	5	6
	☐	☐	☐	☐	☐	☐
Sangat Tidak Puas						Sangat Puas

Kepuasan Anda terhadap keseluruhan pelayanan Bioskop CGV?

* *Mark only one oval*

	1	2	3	4	5	6
	☐	☐	☐	☐	☐	☐
Sangat Tidak Puas						Sangat Puas



Loyalitas Pelanggan

Pernyataan di bawah ini berkenaan dengan pendapat Bapak/Ibu/Saudara terhadap loyalitas pelanggan di CGV Hartono Mall Yogyakarta.

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Agak tidak setuju

4 = Agak setuju

5 = Setuju

6 = Sangat setuju

Saya akan terus mengunjungi CGV di masa depan.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Saya akan merekomendasikan CGV dan layanannya kepada orang lain di universitas saya.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Saya akan merekomendasikan CGV dan layanannya kepada orang lain di luar universitas saya.

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐
Sangat Tidak Setuju					Sangat Setuju

Saya suka mengatakan hal-hal baik tentang bioskop ini

** Mark only one oval*

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

Sangat Tidak Setuju Sangat Setuju

Setelah kuesioner ini ditutup, 5 orang yang beruntung akan mendapatkan voucher Gopay atau Ovo senilai 30.000

Masukkan no. handphone saudara yang digunakan di Gopay / Ovo untuk mengikuti undia voucher Gopay / Ovo

APPENDIX B

VALIDITY AND RELIABILITY TEST OF RESEARCH

INSTRUMENTS RESULTS (SPSS)

Pilot Test with 40 Respondents

1.) SQ (Service Quality)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.825	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SQ1	28.26	11.564	.629	.412	.786
SQ2	28.36	11.211	.556	.423	.795
SQ3	28.38	11.022	.485	.335	.810
SQ4	28.62	11.559	.430	.237	.818
SQ5	28.45	11.083	.625	.487	.784
SQ6	28.31	10.658	.660	.522	.776
SQ7	28.19	11.426	.584	.410	.791

2.) FQ (Food Quality)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.770	.765	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FQ1	21.48	8.451	.587	.380	.716
FQ2	22.40	8.393	.625	.651	.705
FQ3	21.50	8.890	.519	.447	.735
FQ4	22.00	8.585	.634	.658	.704
FQ5	21.02	10.121	.360	.542	.771
FQ6	21.24	10.283	.357	.557	.771

3.) PEQ (Physical Environment Quality)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.856	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEQ1	25.12	8.742	.794	.665	.801
PEQ2	24.95	9.217	.574	.461	.845
PEQ3	25.36	9.113	.612	.417	.837
PEQ4	24.88	10.010	.589	.404	.840
PEQ5	25.17	10.240	.578	.467	.842
PEQ6	25.00	8.488	.734	.642	.811

4.) CEQ (Customer Experience Quality)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.861	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CEQ1	30.02	10.073	.637	.534	.840
CEQ2	29.76	10.869	.437	.373	.863
CEQ3	29.74	9.759	.637	.508	.838
CEQ4	29.79	9.490	.698	.528	.830
CEQ5	30.07	8.653	.720	.585	.826
CEQ6	30.05	8.876	.644	.655	.840
CEQ7	30.00	9.756	.643	.578	.838

5.) S (Satisfaction)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.843	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
S1	23.69	7.926	.597	.636	.801
S2	23.76	7.844	.667	.505	.790
S3	24.07	7.239	.639	.480	.790
S4	23.62	7.998	.547	.379	.809
S5	24.29	6.453	.570	.500	.824
S6	23.67	7.740	.680	.608	.787

6.) CL (Customer Loyalty)

Case Processing Summary

		N	%
Cases	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.768	.775	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CL1	14.07	4.361	.376	.183	.800
CL2	14.17	3.167	.739	.620	.615
CL3	14.26	3.515	.719	.598	.641
CL4	14.43	3.324	.499	.302	.766

APPENDIX C

TABLES OF THE RESPONDENTS CHARACTERISTICS

Classification of Respondent's Gender

No	Gender	Number (person)	Percentage
	Male	107	46.5
	Female	123	53.5
Total		230	100

Classification of Respondent's Age

No	Age (Year)	Number (person)	Percentage
1	<16	2	0.9
2	16-20	35	15.2
3	21-25	178	77.4
4	26-30	7	3
5	>30	8	3.5
Total		230	100

Classification of Respondent's Last Education

No	Education	Number (person)	Percentage
1	Elementary School	1	0.4
2	Junior High School / Equivalent	3	1.3
3	High School / Equivalent	41	17.8
4	Diploma	6	2.6
5	Undergraduate	176	76.6
6	Postgraduate	3	1.3
Total		230	100

Classification of Respondent's Job Type

No	Job	Number (person)	Percentage
1	Student	194	84.4
2	PNS/TNI/POLRI	3	1.3
3	Employee	21	9.1
4	Entrepreneur	8	3.5
5	Others	4	1.7
Total		230	100

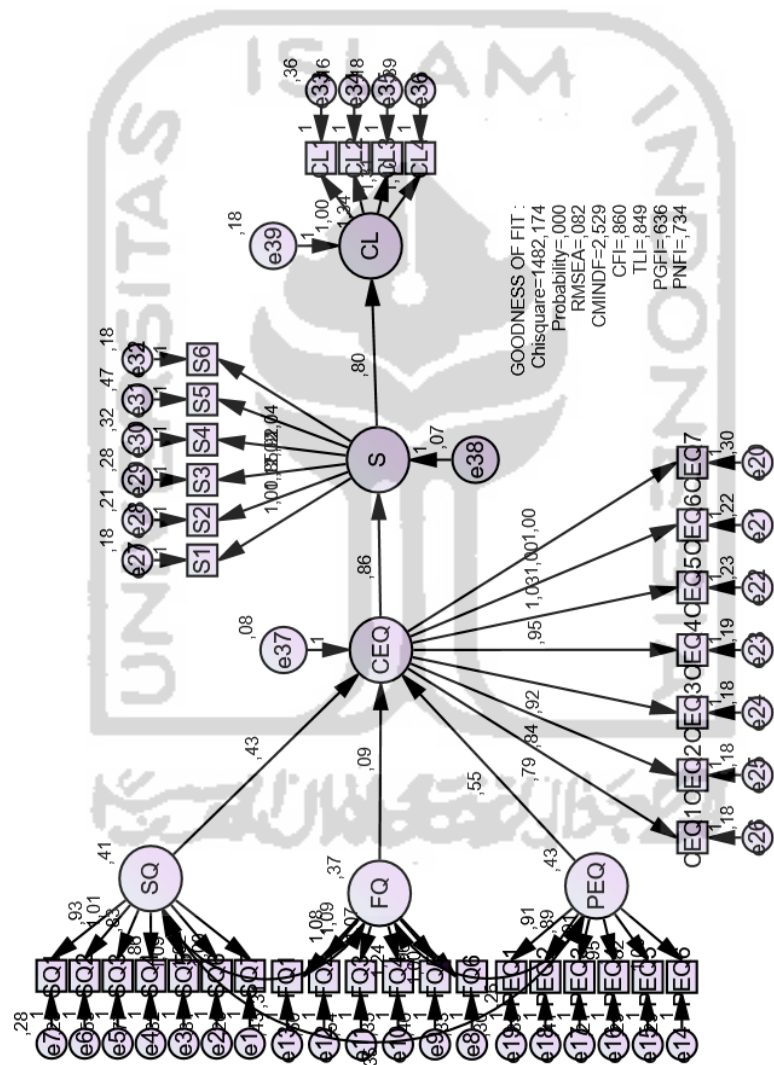
Classification of Respondent's Monthly Expenses

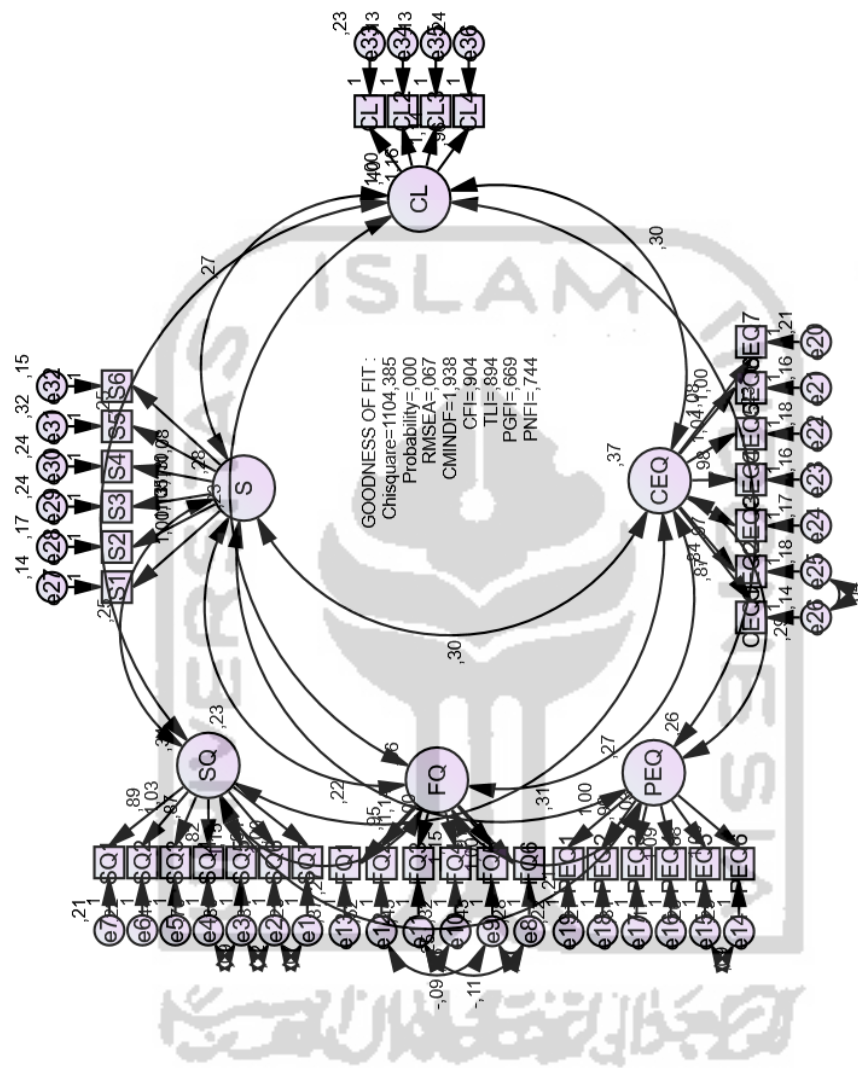
No	Monthly Expenses	Number (person)	Percentage
1	< 3,000,000	180	78.3
2	3,000,000 – 5,000,000	38	16.5
3	> 5,000,000	12	5.2
Total		230	100



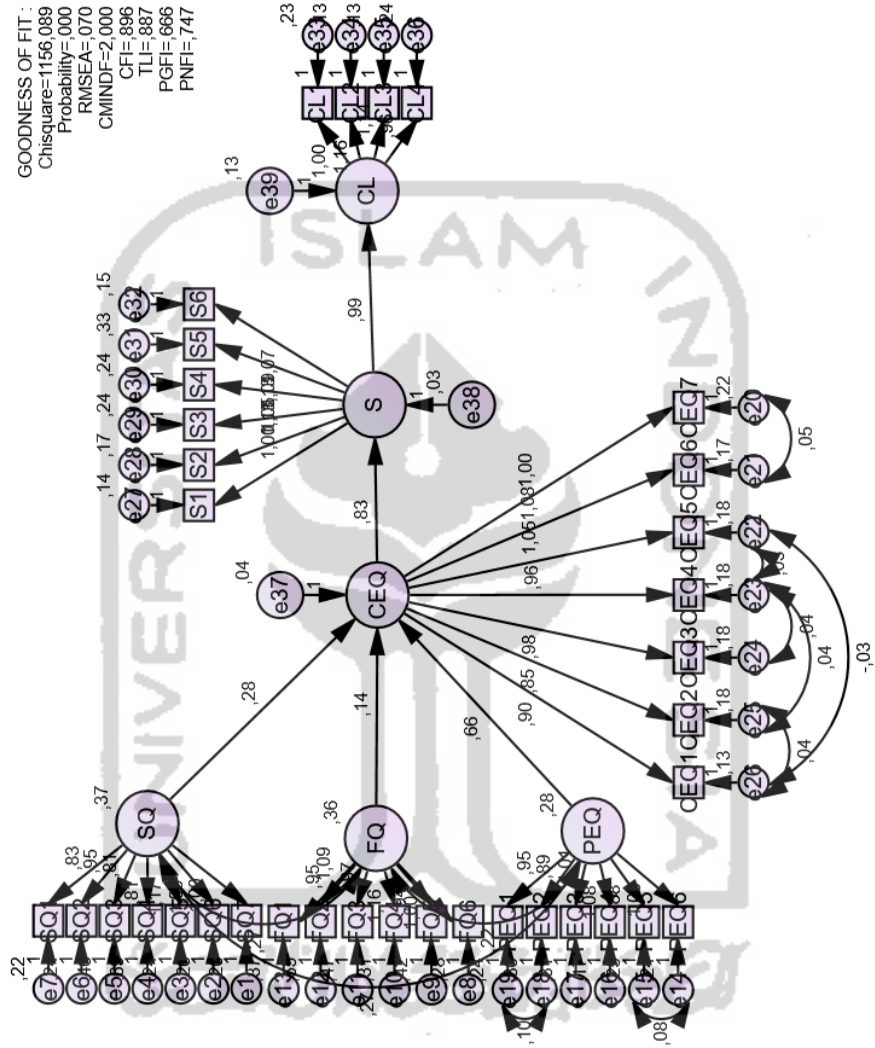
APPENDIX D

RESULTS OF THE FULL MODEL





GOODNESS OF FIT :
 Chi-square=1156,089
 Probability=.000
 RMSEA=.070
 CMINDF=2,000
 CFI=.896
 TL=.887
 PGFI=.666
 PNFI=.747



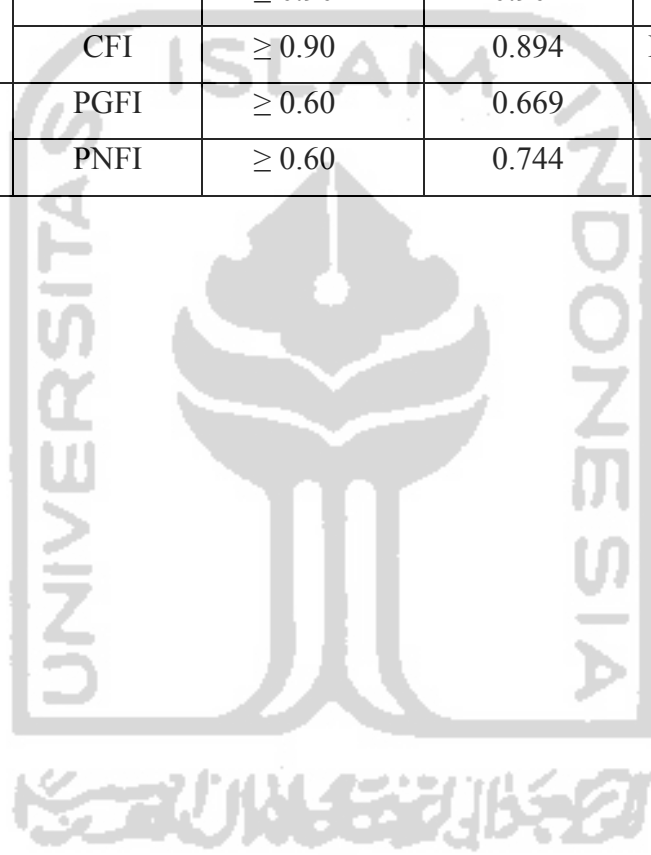
VALIDITY AND GOODNESS OF FIT TEST

Variable	Indicator	Loading Factors
Service Quality	SQ7	,768
	SQ6	,700
	SQ5	,774
	SQ4	,5
	SQ3	,606
	SQ2	,788
	SQ1	,750
Food Quality	FQ6	,747
	FQ5	,638
	FQ4	,773
	FQ3	,668
	FQ2	,689
	FQ1	,684
Physical Environment Quality	PEQ6	,721
	PEQ5	,669
	PEQ4	,804
	PEQ3	,691
	PEQ2	,690
	PEQ1	,743

Variable	Indicator	Loading Factors
Customer Experience Quality	CEQ7	,794
	CEQ6	,852
	CEQ5	,825
	CEQ4	,826
	CEQ3	,817
	CEQ2	,773
	CEQ1	,817
Satisfaction	S1	,817
	S2	,821
	S3	,774
	S4	,749
	S5	,716
	S6	,829
Customer Loyalty	CL1	,795
	CL2	,895
	CL3	,891
	CL4	,774

GOODNESS OF FIT TEST RESULT

Fit Index	GOF	Criteria	Cut-off value	Description
Absolute Fit	Chi-square	Expected Little	1104.385	Marginal Fit
	Probability	≤ 0.05	0.000	Fit
	RMSEA	≤ 0.08	0.067	Fit
	CMINDF	$\leq 2,00$	1.938	Fit
Incremental Fit	TLI	≥ 0.90	0.904	Fit
	CFI	≥ 0.90	0.894	Marginal Fit
Parsimony Fit	PGFI	≥ 0.60	0.669	Fit
	PNFI	≥ 0.60	0.744	Fit



NORMALITY TEST RESULT

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
CL4	1,000	6,000	-1,040	-6,437	1,879	5,817
CL3	1,000	6,000	-,960	-5,941	1,436	4,447
CL2	1,000	6,000	-,806	-4,989	1,258	3,895
CL1	1,000	6,000	-,696	-4,311	1,459	4,517
S6	1,000	6,000	-1,011	-6,257	2,463	7,624
S5	1,000	6,000	-,568	-3,517	,826	2,558
S4	2,000	6,000	-,662	-4,098	,462	1,430
S3	1,000	6,000	-,509	-3,153	,840	2,600
S2	1,000	6,000	-1,198	-7,417	2,831	8,764
S1	1,000	6,000	-1,160	-7,183	3,177	9,834
CEQ1	2,000	6,000	-,679	-4,206	1,290	3,993
CEQ2	2,000	6,000	-,555	-3,435	,703	2,177
CEQ3	2,000	6,000	-,586	-3,629	,460	1,425
CEQ4	2,000	6,000	-,625	-3,869	,412	1,275
CEQ5	1,000	6,000	-,866	-5,365	1,440	4,457
CEQ6	1,000	6,000	-,904	-5,595	1,823	5,645
CEQ7	1,000	6,000	-,942	-5,830	1,572	4,865
PEQ1	1,000	6,000	-1,022	-6,327	2,496	7,727
PEQ2	1,000	6,000	-1,067	-6,607	2,235	6,920
PEQ3	1,000	6,000	-,790	-4,888	1,259	3,898
PEQ4	2,000	6,000	-,831	-5,147	1,207	3,735
PEQ5	2,000	6,000	-,645	-3,996	,743	2,300
PEQ6	1,000	6,000	-1,097	-6,795	2,185	6,765
FQ1	1,000	6,000	-,673	-4,166	1,017	3,147
FQ2	1,000	6,000	-,023	-,144	,264	,817

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
FQ3	1,000	6,000	-,671	-4,157	,938	2,904
FQ4	1,000	6,000	-,367	-2,274	,205	,633
FQ5	2,000	6,000	-,434	-2,686	-,232	-,718
FQ6	2,000	6,000	-,155	-,959	-,345	-1,069
SQ1	1,000	6,000	-,902	-5,586	2,163	6,694
SQ2	1,000	6,000	-,608	-3,763	1,054	3,261
SQ3	1,000	6,000	-,924	-5,720	1,123	3,477
SQ4	1,000	6,000	-,706	-4,374	,554	1,716
SQ5	2,000	6,000	-,661	-4,093	,227	,704
SQ6	2,000	6,000	-,826	-5,111	,823	2,548
SQ7	2,000	6,000	-,638	-3,950	,296	,916
Multivariate					415,895	60,292

MODIFIED NORMALITY TEST RESULT

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
CL4	3,000	6,000	-,378	-2,225	-,136	-,401
CL3	2,000	6,000	-,317	-1,868	-,029	-,085
CL2	3,000	6,000	-,106	-,624	-,632	-1,861
CL1	3,000	6,000	-,027	-,159	-,658	-1,938
S6	3,000	6,000	-,309	-1,822	,094	,276
S5	3,000	6,000	-,137	-,806	-,467	-1,375
S4	3,000	6,000	-,471	-2,772	,075	,221
S3	3,000	6,000	-,048	-,284	-,461	-1,357
S2	3,000	6,000	-,483	-2,846	,291	,855
S1	3,000	6,000	-,353	-2,077	,456	1,342
CEQ1	3,000	6,000	-,382	-2,247	,594	1,750
CEQ2	3,000	6,000	-,195	-1,147	-,357	-1,051
CEQ3	3,000	6,000	-,349	-2,053	-,138	-,405
CEQ4	3,000	6,000	-,398	-2,343	,045	,131
CEQ5	3,000	6,000	-,348	-2,047	-,280	-,825
CEQ6	3,000	6,000	-,350	-2,062	-,303	-,891
CEQ7	3,000	6,000	-,401	-2,361	-,049	-,144
PEQ1	2,000	6,000	-,620	-3,650	1,217	3,582
PEQ2	3,000	6,000	-,361	-2,128	-,525	-1,547
PEQ3	3,000	6,000	-,313	-1,844	-,236	-,695
PEQ4	3,000	6,000	-,429	-2,526	-,317	-,935
PEQ5	3,000	6,000	-,249	-1,464	-,252	-,741
FQ1	2,000	6,000	-,270	-1,590	-,219	-,645
FQ2	1,000	6,000	,094	,551	,211	,620
FQ3	2,000	6,000	-,349	-2,056	,170	,502
FQ4	2,000	6,000	-,098	-,579	-,295	-,868

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
FQ5	2,000	6,000	-,341	-2,006	-,405	-1,192
FQ6	2,000	6,000	-,141	-,831	-,186	-,548
SQ1	3,000	6,000	-,254	-1,493	,003	,007
SQ2	3,000	6,000	-,270	-1,592	-,291	-,856
SQ3	2,000	6,000	-,674	-3,970	,243	,716
SQ4	1,000	6,000	-,620	-3,652	,530	1,561
SQ5	2,000	6,000	-,656	-3,864	,162	,476
SQ6	2,000	6,000	-,811	-4,773	1,255	3,694
SQ7	3,000	6,000	-,558	-3,283	,138	,406
Multivariate					92,715	9,325

OUTLIERS TEST RESULT

Observation number	Mahalanobis d-squared	p1	p2
65	58,514	,010	,000
93	58,472	,010	,000
181	58,359	,011	,000
53	58,041	,011	,000
176	57,814	,012	,000
142	57,667	,012	,000
4	57,427	,013	,000
158	57,423	,013	,000
133	57,401	,013	,000
81	56,863	,015	,000
191	56,843	,015	,000

RELIABILITY TEST

Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Service Quality	SQ7	0,768	0,590	0,410	0,9	0,5
	SQ6	0,7	0,490	0,510		
	SQ5	0,774	0,599	0,401		
	SQ4	0,495	0,245	0,755		
	SQ3	0,606	0,367	0,633		
	SQ2	0,788	0,621	0,379		
	SQ1	0,75	0,563	0,438		
Food Quality	FQ6	0,747	0,558	0,442	0,9	0,5
	FQ5	0,638	0,407	0,593		
	FQ4	0,773	0,598	0,402		
	FQ3	0,668	0,446	0,554		
	FQ2	0,689	0,475	0,525		
	FQ1	0,684	0,468	0,532		
Physical Environment Quality	PEQ6	0,721	0,520	0,480	0,9	0,5
	PEQ5	0,669	0,448	0,552		
	PEQ4	0,804	0,646	0,354		
	PEQ3	0,691	0,477	0,523		
	PEQ2	0,69	0,476	0,524		
	PEQ1	0,743	0,552	0,448		
Customer Experience Quality	CEQ7	0,794	0,630	0,370	0,9	0,7
	CEQ6	0,852	0,726	0,274		
	CEQ5	0,825	0,681	0,319		
	CEQ4	0,826	0,682	0,318		
	CEQ3	0,817	0,667	0,333		
	CEQ2	0,773	0,598	0,402		
	CEQ1	0,817	0,667	0,333		

Variable	Indicator	Standard Loading	Standard Loading ²	Measurement Error	CR	VE
Satisfaction	S1	0,817	0,667	0,333	0,9	0,6
	S2	0,821	0,674	0,326		
	S3	0,774	0,599	0,401		
	S4	0,749	0,561	0,439		
	S5	0,716	0,513	0,487		
	S6	0,829	0,687	0,313		
Customer Loyalty	CL1	0,795	0,632	0,368	0,9	0,7
	CL2	0,895	0,801	0,199		
	CL3	0,891	0,794	0,206		
	CL4	0,774	0,599	0,401		

COMPLETE GOODNESS OF FIT MODEL

Fit Index	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	Chi-square	Expected Small	1156,009	Marginal Fit
	Probability	≤ 0.08	0,000	Fit
	RMSEA	≤ 0.08	0.070	Fit
	CMINDF	$\leq 2,00$	2,000	Fit
Incremental Fit	TLI	≥ 0.90	0.896	Marginal Fit
	CFI	≥ 0.90	0.887	Marginal Fit
Parsimony Fit	PGFI	≥ 0.60	0.666	Fit
	PNFI	≥ 0.60	0.747	Fit

HYPOTHESIS TESTING

Hypothesis				Estimate	S.E.	C.R.	P	Result
H1	CEQ	<---	SQ	,278	,099	2,802	,005	Supported
H2	CEQ	<---	FQ	,135	,066	2,042	,041	Supported
H3	CEQ	<---	PEQ	,659	,119	5,561	***	Supported
H4	S	<---	CEQ	,833	,068	12,333	***	Supported
H5	CL	<---	S	,986	,090	10,954	***	Supported

