

***THE INFLUENCE OF PRICE PERCEPTION, SERVICE
QUALITY, AND LOCATION ON CONSUMER SATISFACTION
OF CINEMA XXI MARGO CITY DEPOK.***

ABSTRACT

Cinema XXI Margo City Depok is one of the cinemas in Depok that is often visited by the surrounding community. This cinema is a top choice for some people because of its affordable location and modern facilities. The purpose of this study was to analyze and determine whether the influence of perceptions of price, service quality, and location affect consumer satisfaction of Cinema XXI Margo City Depok.

The analytical method in this study used quantitative primary data, the test stages carried out were: validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear analysis test, T test (partial), F test (simultaneous) and coefficient of determination test (R²). The data used in this study used a questionnaire instrument and valid data were collected as many as 100 respondents. The sampling method in this study was a purposive sampling method. The testing tool used was SPSS.

The results of this study indicate that the variables perception of price, service quality, and location effect on consumer's satisfaction. Simultaneously the variables perception of price, service quality, and location effect on consumer's satisfaction.

Keywords: cinema, consumer's satisfaction, location, perception of price, service quality

(xiii + 76 + Attachment)

Bibliography (2016 - 2023)