

ABSTRACT

Cinema network in Indonesia at this moment there is only one manufacturer who dominate the market in Indonesia is 21 Cineplex consisting of Studio 21, Cinema XXI, and The Premiere. One of them is Cinema XXI Tunjungan Plaza Surabaya located in shopping centers and comfortable in the city of Surabaya.

This study investigated the influence of service quality according to Zeithaml, Parasuraman, and Bitner (1990:25,26) in Soelistiani Siprihadi Soegiono and Heru (2007:184), namely: Tangibles, Reliability, Responsiveness, Assurance, Emphaty. While in customer satisfaction according to Hanan and Karp (2001:25), namely: Value to price relationship, Product Quality, Product benefits and features, Reliability, Warranty, Response to and remedy of problems, Sales experience, Convenience of acquisition. Respondents in this study were as many as 150 respondents. Based on the analysis of simple linear regression equation is as follows: $Y = 0.426 X$ With an explanation of each regression coefficient is as follows for b_1 is the quality of service (X_1) = 0426. This means that the influence of service quality to customer satisfaction positively for 0.426.

Adjusted R square value is a value that describes how much variation of the variable quality of service capabilities are able to explain variations in customer satisfaction Cinema XXI Tunjungan Plaza Surabaya. The results of the R Square value obtained for 0182, amounting to 18.2% and the remaining 81.8% is explained by other factors so low it is necessary to find the determinant of different factors.

Key words: *customer satisfaction, service quality*

INTISARI

Jaringan bioskop di Indonesia pada saat ini hanya terdapat satu produsen yang menguasai pasar di Indonesia yaitu 21 Cineplex yang terdiri dari Studio 21, Cinema XXI, dan The Premiere. Salah satu-nya adalah Cinema XXI Tunjungan Plaza Surabaya yang terletak di pusat perbelanjaan dan nyaman di kota Surabaya.

Penelitian ini meneliti pengaruh kualitas layanan menurut **Zeithaml, Parasuraman, and Bitner** (1990:25,26) dalam **Soelistiani Soegiono dan Heru Siprihadi** (2007:184) yaitu : *Tangibles, Reliability, Responsiveness, Assurance, Emphaty*. Sedangkan pada kepuasan pelanggan menurut **Hanan and Karp** (2001:25) yaitu : *Value to price relationship, Product Quality, Product benefits and features, Reliability, Warranty, Response to and remedy of problems, Sales experience, Convenience of acquisition*. Responden dalam penelitian ini adalah sebanyak 150 responden. Berdasarkan analisis persamaan regresi linear sederhana adalah sebagai berikut : $Y = 0,426 X$. Dengan penjelasan masing-masing koefisien regresi adalah sebagai berikut untuk b_1 adalah kualitas layanan (X_1) = 0.426. Artinya pengaruh kualitas layanan terhadap kepuasan pelanggan positif sebesar 0,426.

Nilai adjusted R square adalah nilai yang menggambarkan seberapa besar kemampuan variasi variabel kualitas layanan mampu menjelaskan variasi kepuasan pelanggan Cinema XXI Tunjungan Plaza Surabaya. Hasil nilai R Square yang diperoleh sebesar 0.182, sebesar 18.2% dan sisanya 81.8% dijelaskan oleh faktor lain sehingga determinan rendah maka perlu dicari faktor yang berbeda.

Kata kunci :Kualitas layanan, Kepuasan pelanggan.