

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari *sacrifice*, *service quality*, *service value* dan *satisfaction* terhadap *behavioral intentions* dengan objek penelitian salah satu bioskop di Surabaya. Penelitian ini merupakan replikasi penelitian sebelumnya oleh J. Joseph Cronin, Jr, Michael K. Brady, dan G. Tomas M. Hult (2000) yang berjudul “*Assessing The Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments*”. Pada penelitian ini terdapat 5 variabel dengan 27 indikator. Jumlah sampel yang diambil sebesar 150 responden dengan kriteria spesifik yaitu memiliki pendidikan terakhir minimal SMA atau sederajat, bertempat tinggal di Surabaya dan pernah menonton film di bioskop XYZ setidaknya 2 kali dalam 6 bulan terakhir. Metode pengolahan data menggunakan *Structural Equation Modeling* dengan *software* Lisrel 8.70. Hasil yang didapat dalam penelitian ini berbeda dengan penelitian Cronin *et al.* (2000). Cronin *et al.* (2000) menemukan adanya pengaruh yang signifikan antara *sacrifice*, *service quality*, *service value*, *satisfaction* dan *behavioral intentions*, sedangkan dalam penelitian ini hubungan signifikan hanya ada pada *service quality* terhadap *service value*, *service quality* terhadap *satisfaction* dan *satisfaction* terhadap *behavioral intentions*.

Kata Kunci: *sacrifice*, *service quality*, *service value*, *satisfaction*, *behavioral intentions*, *service environment*, *structural equation modeling*.

## ABSTRACT

This study was aimed at identifying the influence of sacrifice, service quality, service value, and satisfaction toward behavioral intentions. The object of this study was one of the cinemas in Surabaya. The study was a replication of the previous one conducted by J. Joseph Cronin, Jr., Michael K. Brady, and G. Tomas M. Hult (2000) entitled “*Assessing The Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments.*” There were 5 variables with 27 indicators. The samples were taken from 150 respondents who had specific criteria, i.e., graduating minimum from high school, living in Surabaya, and having seen movies in XYZ cinema at least twice within the last six months. The data was analyzed using Structural Equation Modeling by means of Lisrel 8.70. The results of this study differed from those of Cronin *et al.* (2000). Cronin *et al.* (2000) found out that there was significant influence among sacrifice, service quality, service value, satisfaction, and behavioral intentions. On the other hand, this current study revealed the significant relationship only among service quality and service value, service quality and satisfaction, and satisfaction and behavioral intentions.

Key words: sacrifice, service quality, service value, satisfaction, behavioral intentions, service environment, structural equation modeling.