

MAKING CGV CINEMA AUDIENCES IN PROBOLINGGO CITY SATISFIED WITH PROMOTIONS, PRICES, AND QUALITY OF SERVICE

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Abstract: *This study aims to analyze the satisfaction of CGV Kota Probolinggo audiences by involving the variables of promotion, price, and service quality. The research method used is quantitative research with a causal approach aimed at testing the cause-and-effect relationship between the variables studied. The research process involved descriptive analysis and inferential testing (data quality testing, research model testing, and hypothesis testing), using 108 respondents with AMOS software. The results of the study indicate that effective promotion, competitive pricing, and excellent service quality significantly increase the satisfaction of CGV cinema audiences in Probolinggo City. Targeted promotions increase public awareness of CGV and the films being shown, appropriate prices add value to the viewing experience, and quality service – from staff friendliness to comfortable facilities – meets audience expectations. Thus, with effective promotion, the awareness of the people of Probolinggo City regarding the presence of CGV and the films currently being screened can be increased.*

Keywords: *Promotions, Prices, Service Quality, Customer Satisfaction*

Abstrak: Penelitian ini bertujuan untuk menganalisis kepuasan penonton CGV Kota Probolinggo dengan melibatkan variabel promosi, harga, dan kualitas pelayanan. Metode penelitian yang di gunakan adalah Penelitian kuantitatif dengan pendekatan kausalitas bertujuan untuk menguji hubungan sebab-akibat antara variabel-variabel yang diteliti. Dengan tahapan menggunakan analisis deskriptif dan uji inferensial (uji kualitas data, uji model penelitian, dan pengujian hipotesis), menggunakan 108 responden dengan software AMOS. Hasil penelitian menunjukkan bahwa promosi yang efektif, harga yang kompetitif, dan kualitas pelayanan yang prima secara signifikan meningkatkan kepuasan penonton bioskop CGV di Kota Probolinggo. Promosi yang tepat sasaran meningkatkan kesadaran masyarakat akan CGV dan film-film yang ditayangkan, harga yang sesuai memberikan nilai tambah pada pengalaman menonton, dan pelayanan yang berkualitas, mulai dari keramahan staf hingga fasilitas yang nyaman, memenuhi harapan penonton. Sehingga dengan adanya promosi yang efektif dapat meningkatkan kesadaran masyarakat Kota Probolinggo terhadap keberadaan CGV dan film-film yang sedang diputar.

Kata Kunci: Promosi, Harga, Kualitas Pelayanan, Kepuasan Konsumen

INTRODUCTION

The development of the film industry in Indonesia has experienced significant growth, in line with the increasing number of local and international film productions, as well as technological advancements in entertainment media delivery. According to the Indonesian Film Trend Portrait data (BPI, 2025), this is illustrated in the following image:

Figure 1. Portrait of Indonesian Film Trends



Source: bpi.or.id

In 2024, the national film industry showed significant growth, with a more promising projection for 2025. The number of domestic film viewers reached an extraordinary figure of around 78 million people, substantially surpassing the number of viewers of imported films. The main factor contributing to this achievement is the increased frequency of Indonesian films being screened in cinemas. This positive trend indicates that domestically produced films are increasingly favored by the Indonesian public. Consequently, this reflects progress from existing achievements to a better state and can motivate industry players to continue creating works, producing interesting and high-quality films.

The cinema industry in Indonesia is developing rapidly with several major networks such as Cinepolis, XXI, and CGV. Many people choose to watch movies in theaters to eliminate boredom. Therefore, it is important for theater managers to ensure that viewers remain satisfied. Customer satisfaction at the cinema is not only fulfilled by the quality of the films being shown but also by other factors, such as promotions, prices, and the quality of service from the theater management. As a service-oriented business, the success of a cinema in creating a satisfying viewing experience will determine customer satisfaction, which is a level perceived by an individual based on a comparison between the performance (or results) they experience and their expectations (Keller & Kotler, 2016).

Satisfaction is part of a person's characteristic in comparing customer expectations with actual service performance. When the performance matches the expectations, customers can automatically feel satisfied (Kotler et al., 2017, 2005). Satisfaction can be influenced by promotions carried out by cinema managers to attract viewers. Promotion is no longer just a function to attract new audiences but also to retain and increase the loyalty of existing customers. According to Ariyanti in

(Junaedi, 2022), promotion is an activity conducted by introducing the output with the hope of spreading information, then influencing the community, thereby increasing the market according to the company's target. Additionally, the output resulting from consumer invasion is expected to be accepted well in terms of packaging, quality, and taste, so that consumers are willing to purchase and remain loyal to the product.

Promotions play a crucial role in the film industry, especially in attracting audiences to cinemas and influencing their level of satisfaction (B. Kurniawan & Rofiki, 2024). Effective promotions can create positive expectations, increase interest, and ultimately contribute to a satisfying viewing experience (Prabowo & Wisnalmawati, 2024). Attractive promotions, such as buy one get one free ticket discounts or member discounts, give consumers the opportunity to enjoy CGV cinema facilities because the prices are more affordable, which can enhance customer satisfaction. This explanation is supported by (Nurjaya et al., 2019) and (Marlim & Sinaga, 2022), who state that promotions have a positive effect on customer satisfaction. However, on the other hand, (D. A. Setiawan et al., 2022) argue that promotions do not have a significant effect on customer satisfaction.

Before deciding to watch a movie, one of the points often considered by consumers is the ticket price. The price of a movie ticket is one of the important factors that can influence a viewer's decision to watch a film at the theater. The price is considered reasonable and appropriate from the viewer's perspective if what is received and experienced can increase their satisfaction. Conversely, if the price is too high, it can lead to dissatisfaction and reduce the viewer's interest in returning to that theater (Sunyoto, 2015). Price is assessed based on a good or service and then measured by how much currency the buyer pays to obtain a good combination of the product consumed (Kotler et al., 2017).

his outcome is consistent with earlier research (Setiana, 2018) and (Asti & Ayuningtyas, 2020), price has a significant effect on customer satisfaction. However, a difference arises from (Febriansyah & Triputra, 2021), who say that price does not have a significant effect on customer satisfaction. An appropriate price can have a major impact on the number of people visiting CGV Cinema in Probolinggo City, due to the varying purchasing power of the community. Another variable that influences customer satisfaction is service quality. Service quality is a crucial factor in the cinema industry that affects audience satisfaction. Good service can create a positive experience, increase audience loyalty, and build a good reputation for the cinema (Hasanah et al., 2024).

Friendly service, followed by quick and responsive service, can boost customer satisfaction ratings because the quality of service itself is part of the company's effort to meet customer desires, both in terms of quality and consistency in delivery, thus fulfilling every customer expectation and satisfaction. This supported from Bahar & Sjaharuddin (2022) and Palelu (2022), which state that a significant influence on customer satisfaction. However, Kasinem (2020) states that service quality does not have a significant effect on customer satisfaction. Therefore, the researcher is interested in studying audience satisfaction with promotions, prices, and service quality at CGV Cinema in Probolinggo City, considering that the cinema building in Probolinggo City is still relatively new, officially opened in 2018. Thus, the researcher aims to understand how audience satisfaction is influenced by promotions, prices, and the services provided.

LITERATURE REVIEW

Promotion

Price can be defined as the nominal amount of money or compensation paid to obtain goods or services (Kotler et al., 2017) and (Keller & Kotler, 2016). This price is measured by three factors: (1) Advertising is promotion carried out through broadcasts, visuals, or collections of text in brochures, banners, and others. (2) Personal selling is promotion that involves direct, personal interaction with customers. (3) Sales promotion can be considered as efforts to increase sales through discounts and publicity. (4) Public relations is a plan aimed at changing how people view the world through social responsibility activities via two-way communication for the benefit of both parties (Keller & Kotler, 2016).

Price

Price represents the financial amount a buyer must pay by consumers as compensation for obtaining or using goods or services (Kotler et al., 2017) and (Kotler et al., 2005). Price is the amount of money needed to acquire a certain number of items and services (Swastha, 2005). According to (Kotler et al., 2017), there are four indicators of price: (1) Affordability: many brands offer various types of goods with price variations tailored to what consumers can afford. (2) Price and quality alignment: sometimes customers judge quality based on the listed price, which leads them to believe that higher-priced items are of better quality. (3) Price and profit alignment: if the perceived profit from a product is greater or comparable to what they spend, consumers will choose to buy the product. And (4) Price based on strength, capability, and competitiveness: buyers often compare prices across brands. When doing so, they pay close attention to how expensive or cheap the product is.

Service Quality

Is described as how far the expectations of customers and what they receive are from each other (Indrasari, 2019). Such a thing is one of the first things that significantly signals a company, encompassing all its resources. Service quality can be observed based on the perception of each customer regarding the direct service experienced or the actual service they expect (Hasan et al., 2022). Service quality can be measured through (Tjiptono, 2022): (1) Tangibles, which refer to a company's ability to inform others of its existence. (2) Reliability, which is the company's ability to meet the true expectations of customers regarding the service provided. (3) Responsiveness, providing quick (responsive) service and clear communication to every customer. (4) Assurance, which is the ability of employees to foster trust among customers. (5) Empathy, which involves giving a sincere, individual, or personal touch to customers based on their needs and the service provided.

Customer Satisfaction

After comparing the expected product with the actual product received, it will be determined whether the customer feels pleased or disappointed after consuming the product (Kotler et al., 2017). Customers are considered satisfied if they repurchase the product when the same need arises again (Indrasari, 2019). This indicates that customer satisfaction is crucial for repurchase, which is an important part of sales (Sungkawati et al., 2022). Customer satisfaction can be measured by (Fadhli & Pratiwi, 2021): (1) The quality of the produced product, (2) The quality of service provided, (3) Price competitiveness of the product, (4) Ease of access, and (5) Marketing methods.

Hypothesis Formulation

The Relationship Between Promotion and Customer Satisfaction

Promotion includes all forms of communication used by businesses to inform, persuade, and remind customers about how goods or services are offered (Keller & Kotler, 2016). Informative promotion can ease customers in choosing what to buy and ultimately increase satisfaction. Promotions that offer added value, such as discounts or gifts, can also enhance customer satisfaction (Indrasari, 2019). In line with previous research by (B. Kurniawan & Rofiki, 2024; Saharuddin et al., 2024), which states that customer satisfaction is influenced by promotion. As a result, researchers developed the following hypothesis:

H1: Promotion has a significant effect on consumer satisfaction.

The Relationship Between Price and Customer Satisfaction

Price can be illustrated with an analogy of the amount of money needed to obtain goods or services, or the value that will be given to consumers as compensation for owning the product or service provided (Kotler et al., 2005). Consumers assess a product primarily based on the set price. If they feel that the price they pay is proportional to the value they receive, they will be satisfied (Indrasari, 2019). A person's perception of a product or service depends on their environment and situation. Previous research by (Nurhidayanti, 2024; Primasari, 2024; M. Setiawan & Rizki, 2025) indicates that price plays an optimal role in influencing customer satisfaction. Therefore, the researchers formulated the following hypothesis:

H2: Price has a significant effect on consumer satisfaction.

The Relationship Between Service Quality and Customer Satisfaction

Service quality is an illustration of how well expectations are met and received from the service (Indrasari, 2019). It is described as a company's capability and what customers desire (Kotler et al., 2017). Customer satisfaction reflects feelings of happiness or disappointment that arise after comparing the desired product (Kotler et al., 2017). How well a company meets or exceeds customer assumption is often related to the quality of service; fast and friendly service can make customers feel valued and appreciative. According to (Dalilah & Prawoto, 2023; Mauludin et al., 2025), the degree of customer satisfaction can be significantly influenced by service standards factors. Therefore, the researcher formulated the following hypothesis:

H3: Service quality has a significant effect on consumer satisfaction.

RESEARCH METHOD

This quantitative research with a causal approach aims to evaluate how the variables studied correlate with each other (Sugiyono, 2012). The population of this study is all CGV moviegoers in Probolinggo City. In this study, the chosen sampling technique is simple random sampling (Hair et al., 2014; A. W. Kurniawan & Puspitaningtyas, 2016; Sanusi, 2011). The sampling frame is a list of ticket buyers during the data collection period on the day of the study; each ticket buyer listed in the sampling frame is assigned a serial number, then respondents are randomly selected using a random number generator (Excel). From this process, 108 respondents were obtained as the research sample. Data collection was conducted directly at the location (CGV lobby) after viewers finished watching. Data collection was carried out on Mondays, Thursdays, Fridays, and Sundays in February 2025. The data processing

stages include data quality testing and analysis using the AMOS program (Hair et al., 2014).

RESULTS AND DISCUSSION

The respondent descriptions are outlined based on the following research results:

Table 1 : Respondent Description Recapitulation

Component	Respondent	Percentage	
Age	17-25 th	42	38.89
	26-33 th	29	26.85
	34-41 th	26	24.07
	di atas 41 th	11	10.19
	Amount	108	100
Gender	Woment	62	57.41
	Men	46	42.59
	Amount	108	100
Occupation	Student	39	36.11
	Entrepreneur	25	23.15
	Other	17	15.74
	ASN	14	12.96
	Private	11	10.19
	Polri/TNI	2	1.85
	Amount	108	100
Movie genre	Fantasy	26	24.07
	Comedy	23	21.30
	Action	21	19.44
	Drama	18	16.67
	Horror	11	10.19
	Other	9	8.33
	Amount	108	100

Source :Primary Data, processed in 2025

The data from the table mentioned above explains that respondents aged 17-25 years make up 38.89%, followed by the 26-33 year age group at 26.85%, the 34-41 year age group at 24.07%, and those over 41 years at 10.19%. This indicates a dominance of young respondents who are interested in the latest movies, as well as an interest in visual effects and storytelling. In terms of gender, female respondents dominate with 57.41%, while males account for 42.59%. This reflects that women tend to be more emotionally connected to characters and stories in films, seek self-representation in movies, and watch films for entertainment and escapism from daily life. Furthermore, based on occupation, students/college students (36.11%), entrepreneurs (23.15%), others (15.74%), civil servants (12.96%), private sector employees (10.19%), and members of the police/military (1.85%). These findings highlight that students/college students can relate to characters and stories that reflect their own experiences, films can strengthen social bonds and create shared experiences, and movies can inspire creativity and imagination. The categories that attract viewers are fantasy fiction films (24.07%), comedy (21.30%), action (19.44%), drama (16.67%), horror (10.19%), and others (8.33%). This can be explained by the fact that the majority of respondents are fans of fantasy and comedy genres. Fantasy films create entirely

new and imaginative worlds, with magical creatures, magic, and epic adventures. Comedy films offer a unique and enjoyable viewing experience, with laughter enhancing the pleasure of this genre.

Data Quality Test

The data quality test is conducted to ensure that the data obtained is suitable for analysis, research, or decision-making, and that it is accurate, reliable, and relevant. The following are the details:

Table 2. Validity Test Results

Item	R- calculated	item	R- calculated	item	R- calculated	item	R- calculated	R-table	Results
X11	0.513	X21	0.621	X31	0.605	Y1	0.613	0.1891	Valid
X12	0.592	X22	0.593	X32	0.631	Y2	0.633	0.1891	Valid
X13	0.539	X23	0.631	X33	0.642	Y3	0.636	0.1891	Valid
X14	0.616	X24	0.636	X34	0.604	Y4	0.602	0.1891	Valid
X15	0.624	X25	0.652	X35	0.577	Y5	0.591	0.1891	Valid
X16	0.598	X26	0.627	X36	0.593	Y6	0.604	0.1891	Valid
X17	0.603	X27	0.531	X37	0.607	Y7	0.611	0.1891	Valid
X18	0.578	X28	0.617	X38	0.602	Y8	0.623	0.1891	Valid
				X39	0.605	Y9	0.631	0.1891	Valid
				X310	0.612	Y10	0.607	0.1891	Valid
				X311	0.588			0.1891	Valid

Source: Primary Data, processed in 2025

Table 3. Construct Reliability Test Results

Variable	Item	CR _{calculated}	cut off	Results
X ₁	8	0.849	0.6	Rel.
X ₂	8	0.921	0.6	Rel.
X ₃	10	0.856	0.6	Rel.
Y	10	0.929	0.6	Rel.

Source: Primary Data, in 2025

Referring to the table mentioned above, it can be explained that the validity testing results confirm that all instrument items for each indicator are declared valid, as the obtained values are greater than the t-table threshold of 0.1891. Likewise, the reliability test results for all research variables are above the cut-off value of 0.6.

The next data quality test is the normality test using AMOS software. The results are as follows:

Table 4. Normality Test Results

Variable	skew	c. r.	kurtosis	c. r.
X1.1	-0.362	-1.537	-0.084	-0.178
X1.2	-0.215	-0.912	-0.222	-0.47
X1.3	-0.52	-2.206	0.13	0.275
X1.4	-0.435	-1.847	0.888	1.884
X2.1	-0.231	-0.98	0.267	0.566
X2.2	-0.091	-0.386	-0.425	-0.902
X2.3	-0.129	-0.546	-0.294	-0.624
X2.4	-0.088	-0.374	-0.094	-0.2
X3.1	-0.021	-0.088	-0.749	-1.589
X3.2	-0.199	-0.846	-0.3	-0.637
X3.3	-0.084	-0.356	-0.458	-0.971
X3.4	-0.267	-1.133	-0.144	-0.306
X3.5	0.049	0.209	-0.918	-1.947
Y1.1	-0.094	-0.397	-0.794	-1.684
Y1.2	-0.068	-0.289	-0.689	-1.461
Y1.3	-0.047	-0.198	-0.537	-1.14
Y1.4	-0.083	-0.353	-0.393	-0.835
Y1.5	-0.097	-0.411	-0.772	-1.638
Multivariate			4.664	1.332

Source: Primary Data, processed in 2025

The data in Table 4 suggest that the critical ratios for skewness and kurtosis, in both univariate and multivariate analyses, fall between -2.28 and +2.58 (Hair et al., 2014). Therefore, it may be inferred that the data used in this research follows a normal distribution.

Data Analysis Results

As indicated by the research findings and statistical processing using the AMOS program, the following findings were obtained:

Table 5. Goodness of fit index Results

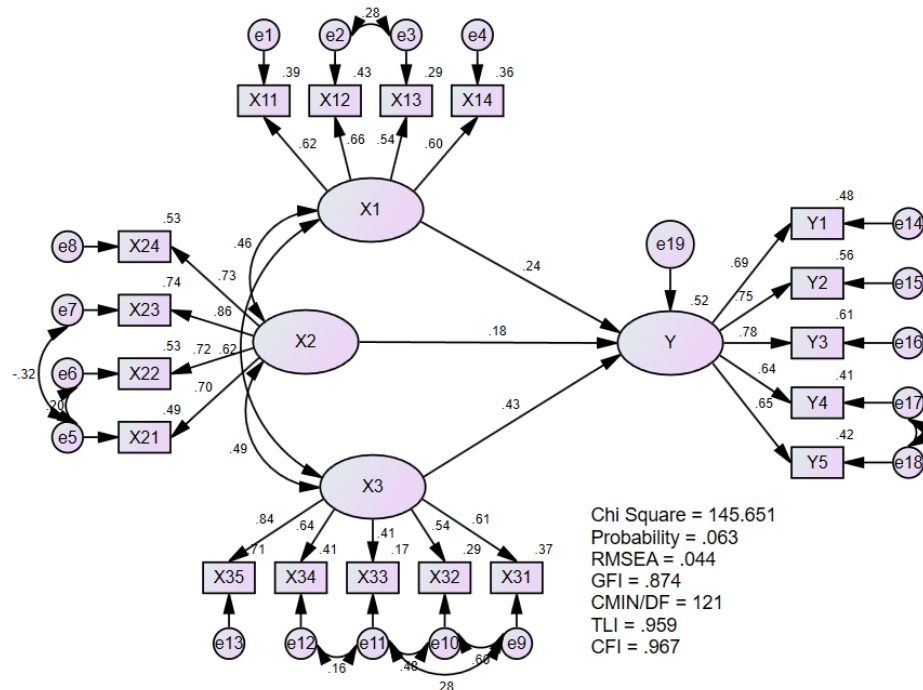
Goodness of fit index	Results	Cut off value	Description
<i>X² Chi-Square</i> (d f = 121, α = 0,05)	145.651	<i>Chi-Square table</i> (d f = 121, α = 0,05) = 147.673	Good
<i>Probability (p)</i>	0.063	$\geq 0,05$	Good
<i>CMIN/DF</i>	1.204	$\leq 2,00$	Good
<i>RMSEA</i>	0.044	$\leq 0,08$	Good
<i>GFI</i>	0.874	$\geq 0,90$	Marginal
<i>TLI</i>	0.959	$\geq 0,95$	Good
<i>CFI</i>	0.967	$\geq 0,95$	Good

Source: Primary Data, processed in 2025

The table above indicates that the structural equation model has a good level of fit. The chi-square value and probability are in accordance with the recommended standards, and the other parameters are also within acceptable limits. This means that the model can be used to analyze the relationships between variables and to test the

research hypotheses. These results are also presented in the structural model as follows:

Figure 2: Research model illustrating the relationships between research variables



Source: Primary Data, processed in 2025

Based on the model visualization, this research model has achieved an adequate level of fit. For further confirmation, additional testing is required to ensure the model's accuracy of fit. The table above indicates that the structural equation model has a good level of fit. The chi-square value ($145.651 < 147.673$) and probability ($0.063 \geq 0.05$), CMIN/DF ($1.204 \leq 2.00$), RMSEA ($0.044 \leq 0.08$), TLI ($0.959 \geq 0.95$), and CFI ($0.967 \geq 0.95$) all meet the established criteria (Sanusi, 2011). This means that the model can be used to analyze the relationships between variables and test the research hypotheses.

Hypothesis Testing Results

Considering the outcomes of the research model test, the following are the findings from the hypothesis testing:

Table 6. Hypothesis Testing Results

No	Influence of the variable	Koefisien Standardized	Prob	α	Results
1	$X_1 \rightarrow Y$	0.24	0.043	0.05	Sig.
2	$X_2 \rightarrow Y$	0.18	0.032	0.05	Sig.
3	$X_3 \rightarrow Y$	0.44	0.006	0.05	Sig.

X_1 = Promotion
 X_2 = Price
 X_3 = service quality
 Y = Satisfaction

Source: Primary Data, processed in 2025

Table 6 shows a significant and positive statistical influence between promotion, price, and service quality on the satisfaction of CGV Kota Probolinggo viewers. Specifically, the first hypothesis about promotion has a significant and positive effect (coefficient 0.24, $p = 0.043 < 0.05$). The second hypothesis regarding price has a significant and positive effect on satisfaction (coefficient 0.18, $p = 0.032 < 0.05$). The third hypothesis about service quality also has a significant and positive effect on satisfaction (coefficient 0.44, $p = 0.006 < 0.05$). These results have demonstrated that all hypotheses have been answered and tested successfully.

DISCUSSION

Relationship Between Promotion and Satisfaction

The research results indicate that promotion affects the satisfaction of CGV Kota Probolinggo cinema-goers. This shows that effective promotion can increase public awareness in Probolinggo City about CGV and the movies currently showing. The added value provided by CGV Kota Probolinggo can enhance viewer satisfaction because customers feel they are receiving very advantageous offers. Promotions provide effective information about the movies currently playing, showtimes, and the facilities available at CGV Kota Probolinggo.

This finding is supported by previous studies (B. Kurniawan & Rofiki, 2024; Saharuddin et al., 2024), which state that promotion influences consumer satisfaction. Experts also state that promotion is a reflection of all forms of communication applied by the company to provide information, persuade, and remind consumers, creating a feedback loop that encourages the use of products or services (Keller & Kotler, 2016). This drives the fulfillment of viewer satisfaction at CGV Kota Probolinggo.

Relationship Between Price and Consumer Satisfaction

Based on the data analysis, it is explained that price influences the satisfaction of CGV Kota Probolinggo viewers. The results show that viewers do not only pay for tickets but also for the overall viewing experience. If ticket prices are commensurate with the quality of the film, comfort of seating, sound and picture quality, and other facilities offered by CGV Kota Probolinggo, then viewers' expectations and satisfaction will be met. Promotions and discounts, such as special prices for students, certain days, or bundle offers, can increase viewer satisfaction.

This indicates that CGV cares about its customers and strives to make cinema entertainment more affordable. These findings are supported by studies (Nurhidayanti, 2024; Primasari, 2024; M. Setiawan & Rizki, 2025), which show that price has a significant influence on satisfaction. Experts (Indrasari, 2019) also state that consumers assessing a product or service can be done by considering the price set. If consumers believe that the cost they incur is proportional to the benefits they receive, they will feel satisfied. (Indrasari, 2019).

Relationship Between Service Quality and Consumer Satisfaction

Based on the data analysis, the study confirms that service quality affects viewer satisfaction at CGV Kota Probolinggo. The results show that this encompasses various aspects, starting from staff friendliness, the speed of service, to cleanliness and comfort of the facilities at the location. Viewers expect comfort and ease in every aspect of their viewing experience. Cleanliness of the cinema, including toilets, waiting areas, and theaters, greatly influences viewer satisfaction. Therefore, by

providing friendly service and good hospitality, CGV Kota Probolinggo can increase viewer satisfaction.

This is supported by expert opinions stating that service quality reflects customer expectations and the reality of the service received (Indrasari, 2019). Consumer satisfaction is often related to the company's efforts to exceed customer expectations in terms of service; fast and friendly service can make customers feel valued and satisfied. This is supported by research (Dalilah & Prawoto, 2023; Mauludin et al., 2025), which states that service quality has a significant effect on satisfaction.

CONCLUSION

Based on the research results and data analysis, it was found that promotion, price, and service quality have a significant and positive effect on the satisfaction of CGV Kota Probolinggo viewers. The first hypothesis about promotion having a significant and positive effect on satisfaction (coefficient 0.24, $p = 0.043 < 0.05$), the second about price having a significant and positive effect (coefficient 0.18, $p = 0.032 < 0.05$), and the third about service quality also having a significant and positive effect (coefficient 0.44, $p = 0.006 < 0.05$). These results demonstrate that all hypotheses have been answered and tested successfully.

Overall, the three variables (promotion, price, and service quality) are proven to significantly influence viewer satisfaction at CGV Kota Probolinggo. Better promotion implementation increases viewer satisfaction, and the alignment of price with the quality of service received can enhance customer satisfaction. Additionally, the higher the quality of service provided, the greater the viewer satisfaction.

Theoretically, this study reinforces previous findings that promotion, price, and service quality are key factors in increasing consumer satisfaction in the entertainment industry. Practically, these results can serve as an evaluation basis for CGV to improve promotion effectiveness, maintain appropriate pricing, and optimize service quality to sustainably increase customer satisfaction.

SUGGESTIONS

For future researchers, it is recommended to consider other factors that may influence consumer satisfaction beyond promotion, price, and service quality, as satisfaction can be affected by other variables. Re-evaluating the research model is also suggested, especially since price appears to have the weakest influence on satisfaction; this can be addressed by enriching questionnaire items to gather more detailed and holistic information. For CGV Kota Probolinggo management, it is advised to intensify promotions through social media to attract more customers from outside Probolinggo Raya.

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