

ABSTRAK

Dwi Dina Rahma Vitry (1101644), “**Analisis *Customer Experience* dan *Lifestyle Model* Terhadap Keputusan Menonton Film (Survei terhadap member Bioskop BlitzMegaplex Paris Van Java Bandung)**”. Di bawah bimbingan Dr. Hj. Ratih Hurriyati, M.P dan Dr. Vanessa Gaffar SE. Ak., MBA.

Penonton adalah pelaku utama pembuat keputusan untuk menonton di bioskop dalam industri hiburan. Namun beberapa tahun terakhir terjadi penurunan pertumbuhan jumlah penonton bioskop BlitzMegaplex Paris Van Java Bandung. Hal ini terjadi karena lambatnya laju pertumbuhan jumlah penonton setiap bulannya dan sebagai bioskop yang memiliki konsep *beyonds experience*, dimensi *customer experience* BlitzMegaplex Paris Van Java Bandung kurang baik. Melalui upaya penilaian *customer experience* diharapkan BlitzMegaplex dapat mengevaluasi dimensi *customer experience* dan memahami *lifestyle model* penonton pada saat ini.

Adapun tujuan dari penelitian ini adalah untuk mengetahui: (1) gambaran *customer experience* BlitzMegaplex Paris Van Java Bandung (2) gambaran *lifestyle model* penonton bioskop BlitzMegaplex Paris Van Java Bandung (3) gambaran keputusan menonton bioskop BlitzMegaplex Paris Van Java Bandung (4) besarnya pengaruh *customer experience* dan *lifestyle model* terhadap keputusan menonton di Bioskop BlitzMegaplex Paris Van Java Bandung.

Objek dari penelitian ini adalah penonton bioskop BlitzMegaplex Paris Van Java Bandung. Metode penelitiannya menggunakan deskriptif dan verifikatif. Sumber data yang dipergunakan adalah primer dan sekunder. Populasi dari penelitian ini adalah member bioskop BlitzMegaplex Paris Van Java Bandung sebanyak 943.164 orang dan diambil sampel penelitian sejumlah 165 orang menggunakan *Simple Random Sampling* dan *Probability Sampling* merupakan teknik pengambilan sampel yang penulis pilih. Teknik pengumpulan data dilakukan melalui wawancara, observasi, kuesioner. Untuk mengukur besarnya pengaruh *customer experience* dan *lifestyle model* digunakan teknik analisis Regresi Linear Berganda.

Hasil penelitian mengungkapkan bahwa analisis *customer experience* cukup tinggi. *Lifestyle model* cukup tinggi, dan keputusan menonton cukup tinggi. *Customer experience* memiliki pengaruh positif terhadap keputusan menonton di bioskop BlitzMegaplex Paris Van Java Bandung. *Lifestyle model* memiliki pengaruh positif terhadap keputusan menonton di bioskop BlitzMegaplex Paris Van Java Bandung. Berdasarkan hasil penelitian, maka perlu diadakannya usaha untuk meningkatkan kualitas *customer experience* dan memahami *lifestyle model* anak muda sebagai target pasar secara terus menerus, sehingga penonton memutuskan untuk tetap menonton di bioskop BlitzMegaplex Paris Van Java Bandung.

Kata Kunci: *Customer experience*, *Lifestyle Model*, Keputusan Pembelian

ABSTRACT

Dwi Dina Rahma Vitry (1101644), "Analysis of customer Experience and Lifestyle Model toward decision for watching movie. (Survey toward member of BlitzMegaplex Cinema at Paris Van Java Bandung) Supervise by Dr. Hj. Ratih Hurriyati, M.P and Dr. Vanessa Gaffar SE. Ak., MBA

Moviegoer is the principal for making decision to watching movie at Cinema in Entertainment industry. However, recent years the growing of BlitzMegaplex Paris Van Java Bandung moviegoers' number is decline. This matter happen because of the slow growth of moviegoer each month and as beyond experience concept of Cinema, the dimension of BlitzMegaplex Paris Van Java Bandung is not good enough. Through customer experience efforts of assessment BlitzMegaplex expected to evaluate the dimension of customer experience and understand the lifestyle of moviegoer at this point.

The purpose of this study is to find out: (1) Description of customer experience of BlitzMegaplex Paris Van Java Bandung (2) Description of Lifestyle of moviegoer BlitzMegaplex Paris Van Java Bandung (3) Description of moviegoer decision for watching movie BlitzMegaplex Paris Van Java Bandung (4) The influence of customer experience and model of lifestyle (lifestyle) to decision regarding watching movie in Cinema BlitzMegaplex Paris Van Java Bandung.

The object of this study is the moviegoer of BlitzMegaplex Paris Van Java Bandung. This research uses descriptive and verification method. Primer and Secondary data source is used in this research. 943.164 population was taken and 165 people used Simple Random Sampling. And Probability Sampling is the technique of sample taken that chosen by writer. The technique of data collection conducted through interview, observation, and questionnaire. For measure the influence of customer experience and lifestyle used multiple linear regression analysis technique

The result of the study shows that the analysis of customer experience is quite high. The Lifestyle model is quite high too, and the decision for watching movie is quite high too. The influence of customer experience toward decision for watching movie at Blitz Megaplex Cinema at Paris Van Java Bandung is positive. The influence of Lifestyle Model toward decision for watching movie at Blitz Megaplex Cinema at Paris Van Java Bandung is positive. Based on the study result, need to make an effort to increase dimension of customer experience and understand the lifestyle of teenager as the continuous target, so that the moviegoer can decide to stay watching at BlitzMegaplex Cinema at Paris Van Java Bandung.

Dwi Dina Rahma Vitry, 2014
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(survei terhadap member bioskop blitzmegaplex paris van java Bandung)
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Keyword: Customer experience, Lifestyle Model, Watching movie decision