

**THE EFFECT OF SERVICE QUALITY AND HEDONIC VALUE TOWARD
CUSTOMER ENGAGEMENT WITH CUSTOMER SATISFACTION
AS MEDIATING VARIABLE
(Case : Cinema XXI Transmart Padang)**

THESIS

*Thesis is Submitted as Partial of The Requirement For a Bachelor Degree In Management
Department – Faculty of Economics*



Submitted by:

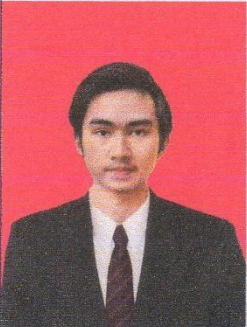
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**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMICS
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THE EFFECTS OF SERVICE QUALITY AND HEDONIC VALUE TOWARD CUSTOMER ENGAGEMENT WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE IN CINEMA XXI TRANSMART PADANG

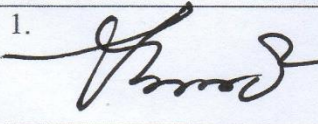
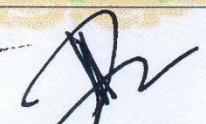
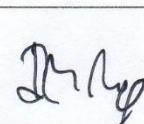
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ABSTRACT

Nowadays, streaming digital platforms or streaming video on demand (SVOD) become the favorite entertainment option. The convenience of SVOD resulting in the increase of SVOD users. This phenomena happen word widely and disrupt the movie theater industry. In the U.S, the rate of movie theater visitors decreases. Meanwhile, in Indonesia, both movie theater visitors and SVOD user has a significant increase in the growth rate. Therefore, the research is aimed to investigate the effects of service quality and hedonic value as the motivation to go to the movie theater with customer satisfaction as the degree to measure the level of endorsement. Furthermore, the researcher tries to associate with the phenomena of customer engagement activities in Cinema XXI Transmart Padang. The sample in this research is the customers of Cinema XXI Transmart Padang who had purchase more than one time for the last 3 months. The total sample of this research is 155 respondents and distributed through the questionnaire. The sampling technique of this research is non-probability sampling with the purposive sampling method. The data were processed by using Ms.Excel to compile the respondent's responses, SPSS 16.0 version to accumulate the descriptive analysis, and SmartPLs 3.0 to analyze the indicators and hypothesis. The result of this research indicates that service quality and hedonic value have a positive and significant influence on customer satisfaction and customer satisfaction has a positive and significant influence on customer engagement.

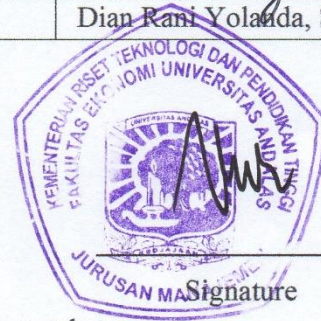
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This thesis already examined and passed on January, 9th 2020. This abstract already approved by supervisor and examiners :

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