Analysis Of The Effect Of Price, Promotion, and *Brand* Image On Customer Satisfaction At XXI Cinema In Medan

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ABSTRACT

Cinema XXI is under the auspices of PT Nusantara Sejahtera Raya Tbk, which is the largest cinema group in Indonesia with 35 years of experience in the film show industry. Not all consumers are satisfied with the various things offered by Cinema XXI so many consumers often give less or not good reviews to Cinema XXI in various places in Medan. Not a few consumers also complain about their experiences through Google reviews with star reviews. Consumer dissatisfaction is known for various things such as price, promotion, and also brand image. The research population that will be used in the study are all consumers who make purchases at Cinema XXI, the number of which is not known with certainty. Because the population is unknown, the sampling technique used is the Lemeshow formula, and 96 research samples were obtained. The sampling technique used, namely accidental sampling where respondents will be randomly selected into research samples. The results showed that partially or simultaneously, Price, Promotion, and Brand Image have a significant effect on Customer Satisfaction at Cinema XXI in Medan.

Keywords: *Price, Promotion, Brand Image, Customer Satisfaction*

INTRODUCTION

The development of the national entertainment industry is currently advancing, because it is supported by the rapid development of technology in the digital business era. This creates quite intense competition in fighting for market share, not only relying on quality products but must be supported by strategies and efforts in marketing the products produced so that it makes it easier for consumers to choose products according to their wants and needs. There are various companies engaged in national entertainment, one of which is Biskop.

Cinema is a place for people to enjoy movie shows, where the audience devotes all their attention and feelings to the live images being watched. The audience will witness a story that seems real in front of them. Movie theaters are one of the many alternatives for recreation. The sharpness and sound effects in the cinema also determine the satisfaction of the people who are watching a movie show. The number of cinema enthusiasts made various companies start selling their legs in the business so that many companies compete with each other in fighting for consumers to visit their place. One of the cinemas in Indonesia that has been widely recognized is Cinema XXI.

Cinema XXI is under PT Nusantara Sejahtera Raya Tbk, the largest movie theater group in Indonesia with 35 years of experience in the movie show industry. Until the end of September 2023, Cinema XXI has presented 1,250 screens in 232 cinema locations spread across 56 cities throughout Indonesia, one of which is the city of Medan. However, not all consumers are satisfied with the various things offered by Cinema XXI so many consumers often give less or unfavorable reviews to Cinema XXI in various places in Medan.

Not a few consumers also complain about their experiences through Google reviews with 1-star reviews. Consumer dissatisfaction is known for various things such as price, promotion, and also *brand image*.

In this case, some consumers feel that paying a high price but getting poor service makes them feel disappointed. Not to mention that many online sites make consumers think again before spending their money to watch in theaters while they can get pirated. Therefore, some consumers feel that the price they pay is not worth the experience they get. In addition to the price, some consumers also complained about the lack of promotional activities carried out by Cinema XXI, making consumers feel less interested.

In the past, when Cinema XXI often carried out promotional activities such as discounts, consumers were very interested in continuing to make purchases. Moreover, for now, consumers do not often see offers from Cinema XXI such as *buy 1 get 1* and so on. Some consumers also complain about the image of Cinema XXI itself because they feel that Cinema XXI has an atmosphere that does not provide comfort to the audience. Moreover, the image of poor employee service makes consumers have to think again before deciding to watch at Cinema XXI because consumers still choose many options to watch such as IMAX, Cineplex, and so on.

LITERATURE REVIEW

Price
Price is the amount of money that must be paid to obtain goods (Darmis, 2021). Price is the result of a policy on pricing, which includes a list of prices, discounts, payment periods, credit terms, or other policies (Wijayanti, 2019).

Promotion
Promotion is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold (Firmansyah, 2020). Promotion is a means used by companies to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell (Febriani and Dewi, 2018).

Brand Image
Brand image is a set of assumptions that exist in the minds of consumers towards a brand formed from various information from various sources (Yudhanto, 2018). Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product (Firmansyah, 2019).

Customer Satisfaction
Consumer satisfaction is the result of a perceived comparison between product performance and the suitability of the expectations that consumers want after making a purchase, if the product matches or exceeds consumer expectations, then consumers will feel satisfied, and vice versa, if consumers do not match expectations, then consumers do not feel satisfied (Djunaidi, 2020). Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought against the expected performance or results. If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance is above or exceeds expectations, consumers are very satisfied or happy (Indahningwati, 2019).

METHODS

Research Approach, Type, and Nature of Research

This research approach is based on a quantitative approach because this research has a clear and orderly flow. This type of research is a type of quantitative research. The nature of this research is causal research which is also known as explanatory research where this type of research examines whether there is a cause-and-effect relationship between two separate events. This will occur when there is a change in one of the independent variables, which causes a change in the dependent variable.

Research Population and Sample

The research population that will be used in the study are all consumers who make purchases at Cinema XXI, the number of which is not known with certainty. Because the population is unknown, the sampling technique used is the Lemeshow formula. It can be explained that the sample calculation with the Lemeshow formula approach can be used to calculate the number of samples with an unknown population. The sampling technique used is *accidental sampling* where respondents will be randomly selected as research samples.

Data Analysis Technique

Multiple regression analysis to determine whether there is a significant partial or simultaneous influence between two or more independent variables on one independent variable (Priyatno, 2018).

$$Y = a + b\,X_1 + b\,X_2 + b\,X_3$$

Description:

Y	= Customer Satisfaction *(dependent variable)*
X_1	= Price *(independent variable)*
X_2	= Promotion *(independent variable)*
X_3	= *Brand Image (independent variable)*
a	= Constant
b	= Regression coefficient

Classical Assumption Test

Normality Test

The normality test can be done in 2 ways, namely with a histogram graph and *a normal probability plot of regression*. The following is the basis for decision-making (Marsam, 2020):

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, the histogram graph and *normal probability plot of regression* show a normal distribution pattern, then the regression model fulfills the assumption of normality.
2. If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, the *normal* histogram graph of *the probability plot of regression* does not show a normal distribution pattern, then the regression model does not fulfill the assumption of normality.

Normality tests with statistics can use the *One Kolmogorov Smirnov* method, the test criteria are as follows (Priyatno, 2018):

1. If the significance value is > 0.05, then the data is normally distributed.
2. If the significance value is < 0.05, then the data is not normally distributed.

Multicollinearity Test
The commonly used multicollinearity test method is by looking at the *Tolerance* and *Variance Inflation Factor* (VIF) values in the regression model where the VIF value is less than 10 and has a *Tolerance* number of more than 0.1 (Priyatno, 2018).

Heteroscedasticity Test
Heteroscedasticity is a condition where in the regression model there is an inequality of variance from residuals on one observation to another whereas a good regression model is that heteroscedasticity does not occur. Various kinds of heteroscedasticity testing, namely by testing *Scatterplots* where it is done by looking at the pattern points on the graph spread randomly and do not form patterns on the graph (Priyatno, 2018).

Hypothesis Test
Coefficient of Determination (*Adjusted R*)^2
The coefficient of determination is a measure of the precision of the calculated value to the observed value. The coefficient of determination is closer to 1, meaning that the predicted value calculated is closer to the experimental data (Rahmadhani, 2019). Adjusted R Square is the adjusted R Square. Adjusted R Square is usually used to measure the contribution of influence if the regression uses more than two independent variables (Priyatno, 2018).

Partial Hypothesis Testing (t-test)
The t-test is used to determine whether partially the independent variable has a significant effect or not on the dependent variable. The test uses a significance level of 0.05 and a 2-sided test. The form of testing has assessment criteria is Hα accepted if: $t_{count} > t_{table}$ (Priyatno, 2018)

**Simultaneous Hypothesis Testing (F Test)**
The F test or simultaneous testing is a hypothesis used in testing the coefficient of the regression model simultaneously with the criteria for evaluating the hypothesis in this F test is H_0 Accepted if: $F_{count} < F_{table}$, Hα Accepted if: $F_{count} > F_{table}$ (Arvianti and Anggrasari, 2018)

RESULTS

Normality Test
There are two ways to detect whether the residuals are normally distributed or not, namely by graph analysis and statistical tests.

Figure 1. Histogram Graph

Histogram

Dependent Variable: Kepuasan Pelanggan

Mean = 6.45E-16
Std. Dev. = 0.984
N = 96
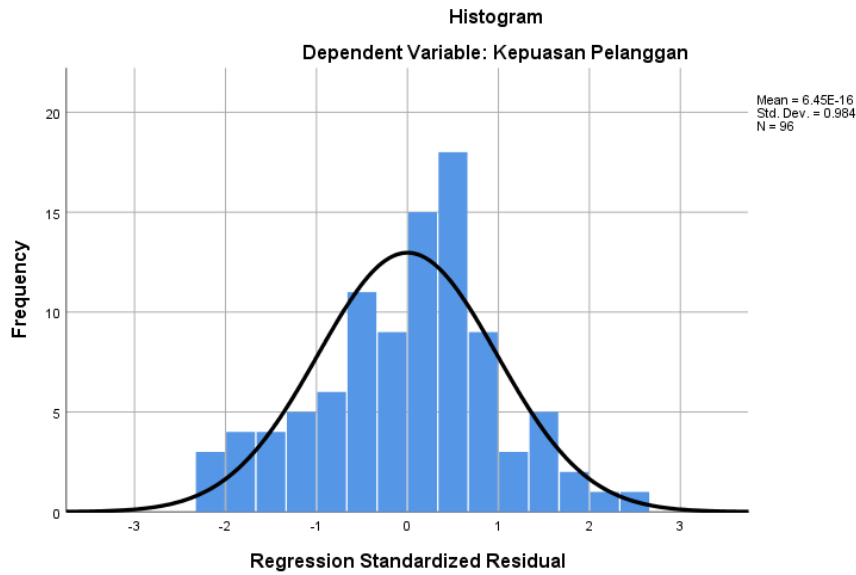
Source: Research Results, 2024 (Data processed)

Based on the picture above, it can be seen that the line drawing is bell-shaped, not deviating to the left or right. This shows that the data is normally distributed and fulfills the assumption of normality.

Figure 2. *Normal Probability Plot of Regression* Graph

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan Pelanggan
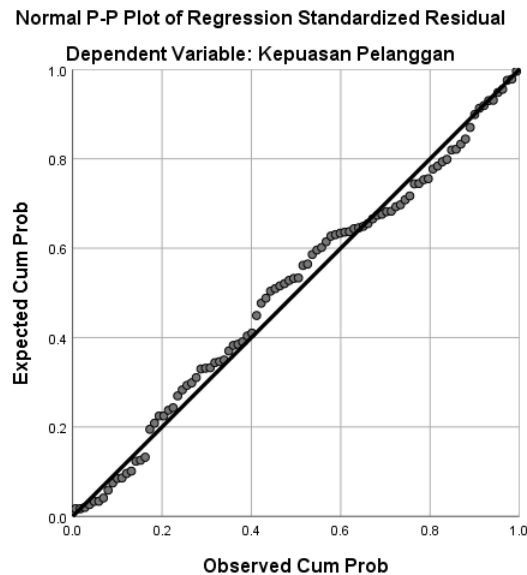
Source: Research Results, 2024 (Data processed)

Based on the picture above, it shows that the data (dots) spread around the diagonal line and follow the diagonal line. So from this picture, it is concluded that the residuals of the regression model are normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.71764802
Most Extreme Differences	Absolute	.066
	Positive	.043
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Results, 2024 (Data processed)

Based on the table above, the test results prove that the significant value produced is greater than 0.05, which is 0.200, it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

Multicollinearity testing can be seen in the table below:

Table 2. Multicollinearity Test Results (VIF Test)

Coefficients[a]

| Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	27.825	3.174		8.766	.000		
Price	-.442	.101	-.335	-4.378	.000	.989	1.011
Promotion	.273	.068	.343	4.042	.000	.803	1.245
Brand Image	.435	.114	.323	3.819	.000	.808	1.237

a. Dependent Variable: Customer Satisfaction

Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that each variable has a *tolerance* value> 0.1 and a VIF value < 10. Thus, there is no multicollinearity problem in this study.

Heteroscedasticity Test

The following heteroscedasticity test graphically can be seen in the picture below:

Figure 3. *Scatterplot* **Graph**

Scatterplot
Dependent Variable: Kepuasan_Pelanggan
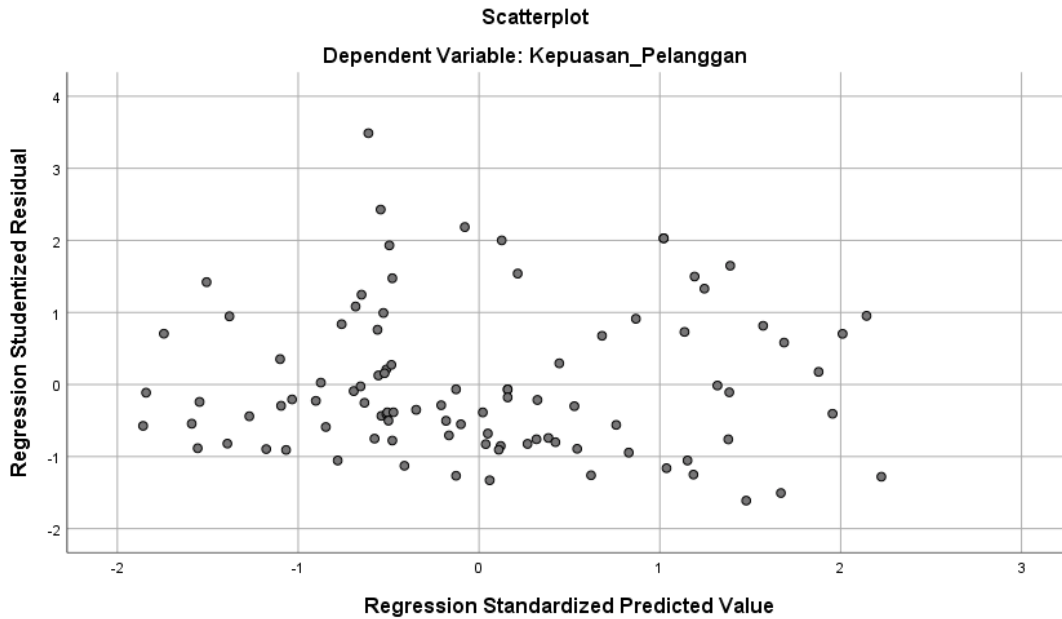
Source: Research Results, 2024 (Data processed)

Based on the *scatterplot* graph presented, it can be seen that the points spread randomly do not form a certain clear pattern and are spread both above and below zero on the Y-axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict performance based on the input of the independent variables.

Heteroscedasticity testing can be seen in the table below:

Table 3. Glejser Test Results (Heteroscedasticity)
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.617	1.885		1.389	.168
	Price	.060	.060	.101	.999	.320
	Promotion	-.085	.040	-.239	-1.125	.136
	Brand Image	.032	.068	.054	.478	.634

a. Dependent Variable: Customer Satisfaction
Source: Research Results, 2024 (Data processed)

Based on the table above, it can be seen that the significance level of each variable is greater than 0.05. From the calculation results and the significant level above, there is no heteroscedasticity found.

Research Model
The results of multiple linear regression analysis testing can be seen in the table below as follows:

Table 4. Multiple Regression Coefficient test results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	27.825	3.174		8.766	.000		
	Price	-.442	.101	-.335	-4.378	.000	.989	1.011
	Promotion	.273	.068	.343	4.042	.000	.803	1.245
	Brand Image	.435	.114	.323	3.819	.000	.808	1.237

a. Dependent Variable: Customer Satisfaction
Source: Research Results, 2024 (Data processed)

Customer Satisfaction = 27.825 - 0.442 Price + 0.273 Promotion + 0.435 *Brand Image* + e

Based on the equation above, then:

1. Constant (a) = 27.825. This means that if the independent variables, namely Price (X_1), Promotion (X_2), and *Brand Image* (X_3) are 0, Customer Satisfaction (Y) is 27.825.
2. If there is an increase in Price, Price will decrease by 44.2%.
3. If there is an increase in Promotion, Customer Satisfaction will increase by 27.3%.
4. If there is an increase in *Brand Image*, Customer Satisfaction will decrease by 43.5%.

Coefficient of Determination (R)^2

The results of testing the coefficient of determination can be seen in the table below:

Table 5. Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684^a	.468	.451	2.762

a. Predictors: (Constant), Brand Image, Price, Promotion
b. Dependent Variable: Customer Satisfaction
Source: Research Results, 2024 (Data processed)

Based on the table above, the *Adjusted R Square* coefficient of determination is 0.451. This shows that the ability of the variables Price (X_1), Promotion (X_2), and *Brand Image* (X_3) to explain their effect on Customer Satisfaction (Y) is 45.1%. While the remaining 54.9% is the influence of other independent variables not examined in this study.

Simultaneous Hypothesis Testing (F-test)

The results of simultaneous hypothesis testing can be seen in the table below:

Table 6. Hypothesized Simultaneous
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.992	3	205.664	26.967	.000^b

Residuals	701.633	92	7.626		
Total	1318.625	95			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Image, Price, Promotion

Source: Research Results, 2024 (Data processed)

Based on the table above, it is obtained that the value of F_{tabel} (2.68) and significant $\alpha = 5\%$ (0.05), namely F_{hitung} (26.967) and sig.a (0.000[a]). This indicates that the results of the study accept H_a and reject H_0. Comparison between F_{hitung} and F_{tabel} can prove that simultaneously Price, Promotion, and *Brand Image* have a positive and significant effect on Customer Satisfaction.

Partial Hypothesis Testing (t-test)

The results of partial hypothesis testing can be seen in the table below as follows:

Table 7. Partial Test Results

Model		t	Sig.
1	(Constant)	8.766	.000
	Price	-4.378	.000
	Promotion	4.042	.000
	Brand Image	3.819	.000

Source: Research Results 2022, (Data Processed)

Based on the table above, it can be seen that :

1. The t_{count} value for the Price variable (X_1) shows that the t_{count} value (4.378)> t_{tabel} (1.984) with a significant level of 0.000 <0.05 so it can be concluded that there is a partially significant negative effect between Price on Customer Satisfaction.
2. The t_{count} value for the Promotion variable (X_2) shows that the t_{count} value (4.042)> t_{tabel} (1.984) with a significant level of 0.000 <0.05 so it can be concluded that there is a partially significant positive effect between Promotion on Customer Satisfaction.
3. The t_{count} value for the *Brand Image* variable (X_3) shows that the t_{count} value (3.819)> t_{tabel} (1.984) with a significant level of 0.000 <0.05 so it can be concluded that there is a significant positive effect partially between *Brand Image* on Customer Satisfaction.

CONCLUSION

1. Constant (a) = 27.825. This means that if the independent variables, namely Price (X_1), Promotion (X_2), and *Brand Image* (X_3) are 0, Customer Satisfaction (Y) is 27.825. If there is a price increase, the price will decrease by 44.2%. If there is an increase in Promotion, Customer Satisfaction will increase by 27.3%. If there is an increase in *Brand Image*, Customer Satisfaction will decrease by 43.5%.
2. The *Adjusted R Square* coefficient of determination is 0.451. This shows that the ability of the variables Price (X_1), Promotion (X_2), and *Brand Image* (X_3) to explain their influence on Customer Satisfaction (Y) is 45.1%. While the remaining 54.9% is the influence of other independent variables not examined in this study.

3. Price has a positive and significant effect on customer satisfaction of Cinema XXI consumers in Medan.
4. The promotion has a positive and significant effect on customer satisfaction of Cinema XXI consumers in Medan.
5. *Brand Image* has a positive and significant effect on Customer Satisfaction of Cinema XXI consumers in Medan.
6. Simultaneously Price, Promotion, and *Brand Image* have a significant effect on Customer Satisfaction Cinema XXI in Medan.

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