

ABSTRAK

**ANALISIS PENGARUH FASILITAS DAN KUALITAS LAYANAN
TERHADAP MINAT BELI ULANG JASA HIBURAN BIOSKOP
CINEMA XXI EMPIRE YOGYAKARTA
(Studi pada Mahasiswa/i Universitas Sanata Dharma Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui bagaimana karakteristik pelanggan jasa bioskop XXI Empire Yogyakarta dan untuk mengetahui apakah fasilitas dan kualitas pelayanan (*tangible, reliability, responsiveness, assurance, dan empathy*) berpengaruh terhadap minat beli ulang pelanggan. Penelitian ini bersifat deskriptif kuantitatif dan dirancang sebagai penelitian kausalitas. Subyek penelitian dipilih secara acak dan merupakan pelanggan di bioskop XXI Empire Yogyakarta. Instrumen penelitian berupa kuesioner dan dianalisis secara statistik regresi linier berganda.

Hasil penelitian menunjukkan bahwa; Karakteristik 100 responden yang disebari kuesioner, tampak didominasi oleh responden perempuan (57%), oleh responden berumur 20-30 tahun (87%), dan oleh responden dengan uang saku bulanan Rp500.000-1.000.000 (49%);. Fasilitas layanan berpengaruh signifikan terhadap minat beli ulang pelanggan. Kualitas pelayanan (*tangible, reliability, responsiveness, assurance, dan empathy*) berpengaruh signifikan terhadap minat beli ulang. Secara simultan variabel independen berpengaruh signifikan terhadap minat beli ulang pelanggan.

Kata kunci: fasilitas, kualitas layanan, minat beli

ABSTRACT

**THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON
REPURCHASE INTENTION OF CINEMA EMPIRE XXI YOGYAKARTA**
(A Study On Students of Sanata Dharma University Yogyakarta)

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This research aims at examines the characteristics of customers of XXI Empire Cinema in Yogyakarta and the influence of facilities and service quality (*tangible, reliability, responsiveness, assurance, and empathy*) on customer repurchase intention. This research is a quantitative, causal study. The study subjects were randomly selected and the consumers at the Empire Cinema XXI Yogyakarta. Data were collected using questionnaires and statistically analyzed using multiple linear regression analysis.

The research results show that, the characteristics of 100 respondents were dominated by female respondents (57%), aged of 20-30 years (87%), and with montly pocket money of Rp 500.000–1.000.000 (49%). Facilities has a significant effect on customer repurchase intention also, service quality (*tangible, reliability, responsiveness, assurance, and empathy*) has significant effect on customer.

Key words: facilities, service quality, repurchase intention.