FACTORS AFFECTING CUSTOMER'S INTENTION TO RETURN TO THE MOVIE AFTER REOPENING DURING THE COVID-19 PANDEMIC

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ABSTRACT

KEYWORDS
Customer Intention,
COVID-19 Pandemic,
Movie Theater

Journal this discuss about influencing factors intention customer for return to cinema after reopening during covid-19 pandemic. Study this aim for test influencing factors intention customer for watching at the cinema During period pandemic, when cinema closed almost 8 months long During 2020 and rising the number of OTT platforms is also still development The unsettling COVID-19 pandemic community, plus restrictions also inside building cinema. Method research that we use in research is study quantitative where study this use web-based questionnaire survey method. Population in study this is Indonesian population in Jabodetabek who is at least once one time watching at the cinema During COVID-19 pandemic. retrieval technique sample in study this use purposive sampling technique. As for the results is in study this obtained that Customer Experience variable has significant influence towards Customer Satisfaction and Customer Trust. Then Customer Satisfaction and Customer Trust have significant influence towards Customer Loyalty.

INTRODUCTION

Since announced as pandemic by WHO, total case positive for COVID-19 in Indonesia has reached 287,008 cases until end of September 2020 (Zahrani & Pramana, 2021). Case new COVID-19 continues increasing day by day, until as of February 2022, Worldometer records that Indonesia is a country with COVID-19 cases of 4,626,936 cases with total deaths amounted to 144.784. This figure caused Indonesia to occupy ranked 17th as the country with the most COVID-19 cases among the 225 countries affected by COVID-19 (Worldometer, 2022).

The rise case positive for COVID-19 in Indonesia since year 2020 ago cause appearance policies new in the form of restrictions social scale large set by some big head area for prevent the spread of COVID-19 (Adinda, 2021). For safety in activity, protocol health is also mandatory enforced During is at in crowd. Protocol health in question that is wear a mask, wash hand before and after active, take care distance, away crowd and reduce mobility outside room (Mutiara, 2020). Policy from existence subtraction outdoor activities room this impact on the ban for watch at the cinema. This thing refers to the statement (Irawan, Dwisona, & Lestari, 2020) which explains that watching at the cinema will make high transmission of COVID-19 during the new normal.

Consequence from existence policy the industry cinema and cinema experience loss. This thing approved by the chairman Association Indonesian Film Producer (Aprofi), Edwin Nazir, that the film industry in 2020 is estimated lost income reached 1.6 trillion rupiah, namely from loss potency income from ticket cinema (FI Editor, 2021). FI editorial (2021) mentions that growth amount screens and cinemas in 2020 indeed slow

down, where amount experiencing screen increase only by 1.7% or a total of 2,145 screens of 517 total cinema in Indonesia (FI Editor, 2021). It is in the end cause 2020 GDP growth estimated for Film, Animation and Video Becomes negative, that is by 0.03%.

On date October 17, 2020, cinema official opened back in the cities certain with a number of conditions that must fulfilled by the manager cinema related prevention transmission of COVID-19 in cinemas (Velarosdela, 2020). Opening cinema return cause rampant squirm Indonesian and foreign films. Especially because the release of national and international films that are awaited by the public from every group age. As example, animated film Indonesian children entitled Nussa succeed bring viewer return to cinema until almost reached 500,000 viewers, as well as the successful film Spiderman: No Way Home scoop more from eight million audience.

Appearance interest for watch to cinema could linked with Uses and Gratifications theory which states that media users use media because have reasons certain (Hamdan, Kurniawan, Imaningsih, & Samudro, 2021). As for the reasons behind people for come to cinema among them are information motives, personal identity motives, integration and interaction motives social and diversion motives or entertainment needs will release from tension and need will entertainment (Muhammad, Humaizi, & Pohan, 2021). Even reason as well as someone's motives for use media as entertainment aim for reduce loneliness course (Junaidi, Wicaksono, & Hamka, 2021).

Watch cinema occupy order third as activity most frequent trips conducted society, to be exact after tour culinary and tourism shopping (Ingkadijaya, Damanik, & Putra, 2016). Amount people who choose watch cinema as alternative entertainment possibility related with the statement of (Abbasi, Kumaravelu, Goh, & Singh, 2021) which states that according to theory group generation, that the experience they choose driven by development emerging technology during a certain era. Today 's society it seems more interested for enjoy entertainment provided together progress technology, such as screen step in the cinema following with the film being shown. Besides that (Allen, 2011) stated that watch cinema is practice interaction social, because usually Public visit cinema together family or friends companionship.

Experience gained by the community in watch cinema next will influence interest for visit return to cinema, including return after cinema closed During COVID-19 pandemic. (Van de Vijver, 2017) describes experience watch cinema as Suite sensation social and visual fun, the excitement of the film being shown, and happiness together Felt Fellow audience. (Zhang, Wu, & Buhalis, 2018) stated that when a consumer decide for choose method for travel or look for entertainment, they often remember experience before. This thing proven by research (Hasfar, Militina, & Achmad, 2020) when consumer have good experience, can predictable consumer the will happy for buy product or service the return signifying satisfaction to service that.

Satisfaction consumer could formed by existence past experience. Satisfaction watch could obtained from experience audience and perception they to service and visual quality presented. In general, society more choose for watching movies on screen wide compared with watching movies on television, gadgets and computers / laptops, both movies that can accessed for free or paid through streaming entertainment services such as Netflix, WeTV, and so on. This thing justified by (Van de Vijver, 2017) with show results the research that by overall, 84% of the population more satisfied watching at the cinema compared with other media. Same thing with results study (Kebudayaan, 2020) which shows that 54.7% of Indonesians vote for cinema for watching movies compared

with non- cinema like DVD or television . The Ministry of Education and Culture (2020) also added that Indonesian people more like watching movies at the cinema because feel satisfied with facilities and services cinema so that viewer feel more comfortable and relax for watch movies. This thing justified by (Van de Vijver, 2017) via research, where a number of informant state that viewer will feel satisfied watch at the cinema, no only because could enjoying popcorn, but viewers can also enjoy movies without interference and together laugh or afraid with viewer other.

Satisfaction level viewer this it turns out give significant influence to interest visit cinema back. This thing in accordance with research conducted by (Kim, 2021); (Khuong & Dai, 2016); (Humphreys, 2014); (Cho, Joo, & Woosnam, 2020) and (Chiguvi & Guruwo, 2017) who show existence influence significant Among satisfaction consumer with interest for visit something destination back . Connection Among level satisfaction and interest visit return character positive, which means if satisfaction viewer increases, then desire viewer for return to cinema is also getting increased (Chiguvi & Guruwo, 2017); (An, Suh, & Eck, 2019); (Loi, So, Lo, & Fong, 2017).

Viewers who feel satisfied with services and facilities provided by the cinema of course will increase loyalty and trust that in the end will affect interest for return again to cinema. As (Lee, 2001) mentions that experience satisfaction consumer at a destination certain will increase loyalty and lead to increased interest for return visit. (Oliver, 1999); (Cole & Scott, 2004) also confirm that consumer will To do visit to the same destination because existence commitment they to destination that, commitment This leads to an increase interest they for visit back. Loyalty and commitment consumer will take effect by meaning in interest for visit back, in Thing this, third study the convincing that loyalty viewer will influence interest for return again watch to cinema (Söderlund, 1998); (Yoon & Uysal, 2005); (Zhang, Fu, Cai, & Lu, 2014) prove that

Trust is also influence interest viewer for return again to cinema. (Ardhiansyah, Setyawati, & Yunanto, 2021) provide opinion that trust could reviewed from feeling safe a consumer when To do transaction with party provider service, in other words, the audience consider that party cinema could reliable and responsible answer for comfort and safety viewer since enter until go out cinema. According to research by (Ashraf, Ilyas, Imtiaz, & Tahir, 2017); (Guspul, 2014); (Setiawan, Minarsih, & Fathoni, 2016); (Saidani, Lusiana, & Aditya, 2019); (Sirdeshmukh, Singh, & Sabol, 2002); (Sitorus & Yustisia, 2018), interested consumer for To do visit return is strongly influenced by trust they to provider service, where connection Among both of them involve factor satisfaction consumer to facilities and services obtained. Basically trust Becomes Foundation in build and maintain connection period long Among consumers and providers services and assets important connection period long (Indriastuti & Hidayat, 2021)

Based on explanation above, research this expected could give proof about influencing factors interest viewer for return visit to cinema based on Uses and Gratifications theory in study this Becomes important remember that existence and use cinema as means entertainment Public had time removed During The COVID-19 pandemic has spread in Indonesia.

Study this expected could give benefit no only for writer7, but benefit for parties other. Especially industry Indonesian films before existence pandemic currently experience enhancement amount audience in the cinema, also benefits will got from the perpetrators business in cinema so that can knowing elements from study this.

According to (Nissen et al., 2020) transmission the spread and transmission of COVID-19 in distance far through air. This thing supported by research conducted by

(Azuma et al., 2001), and (Ahlawat & Sharma, 2020), showing that that the spread of COVID-19 can happens in a room that doesn't open (closed), crowded and ventilated bad. Based on second statement that, compared with service watching movies streaming at home, watching movies in theaters it seems bring risk more COVID-19 infections tall remembering the corona virus can spread in the room closed. However, opening back (reopening) service watching at the cinema no could avoided because industry cinema hiring many workers. because of that 's important action perceived preventive by no direct could influence intention customer for watch at the cinema. Every different individual will have different perception about importance action prevention During pandemic, because with practice this could cause change style individual life that.

Opening service cinema return cause return interest Public for return to cinema for watch movies. Audience decision for visit return to cinema refers to what is felt audience at times previously so that could build perception consumer for visit back. Interest for watch to cinema could linked with Uses and Gratifications Theory which states that media users use media because have reasons certain (Kurniawati & Rahman, 2021). As for the reasons behind people for come to cinema among them are information motives , personal identity motives, integration and interaction motives social and diversion motives or entertainment needs will release from tension and need will entertainment (Muhammad et al., 2021). Consumption to entertainment media Public this cause experience consumer (customer experience), satisfaction (customer satisfaction), loyalty (customer loyalty) and trust (customer trust).

Customer Experience

Moment this, customer experience is in order top priority list every company. Essence of customer experience includes everything that happened Among customers and providers, and how customer feel interaction During occur. (Schmitt, 2011) reveals that experience can be occur when people face and experience a situation caused by a stimulus from senses, emotions, and thoughts, while Customer Experience is something incident, event or the situation experienced by personal and happening as response of a particular stimulus (Schmitt, 2011). (Klaus, Edvardsson, & Maklan, 2012) defines customer experience as: evaluation cognitive and affective from all meeting customer by direct nor no direct with company, in context purchase. (Yuningsih, 2018) explains that in measure experience consumers, there are six dimensions that can be note, namely:

1) Comfort (Convenience), namely related dimensions with desire viewer for get convenience moment watch;
2) Educational (Education), namely related dimensions with learning, exploration, exploration, mental stimulation and enthusiasm gained viewer During watching in the cinema;
3) Hedonic (Hedonic), that is dimensions that describe relaxation, service luxury and enjoyment that can be remembered;
4) Novelty (New Things), namely related dimensions with things new discovered by viewers During visit and watch at the cinema;
5) Safety (Security), namely related dimensions with deal Among audience and party management cinema for the audience could protected from various action crime; and
6) Beauty (Beauty), that is idealizing dimensions object, sound or concept that will watched by the audience.

Based on statement (Zhang et al., 2018), a consumer will decide for choose method for travel or look for entertainment with remember experience before. In other words, the experiences that have been traversed by consumers will Becomes the reference for

determine destination to be aimed at, including To do visit to the same destination. This thing evidenced by research (Abbasi et al., 2021), which proves that experience previously take effect significant to the revisit intention of services provided. Based on explanation that, then hypothesis first on research this are:

H1: Experience consumer take effect by significant to interest visit return to cinema Customer Satisfaction

According to (Yu & Ramanathan, 2012), customer satisfaction has Becomes destination or goals from company when company more attempted for quality in product or service them. Superiority competitive company is satisfying customer by effective, and that means beyond hope customer. (Saidani et al., 2019) mention there is three indicator for measure satisfaction customer by general namely:

1) Attributes related to product with attributes products, such as price, uniqueness, and benefits obtained from product that.
2) Attributes related to service with attribute service, for example guarantee warranty, completion process provided, accuracy and speed invention solution for complaint customer.
3) Attributes related to purchase with attribute from decision customer for To do transaction or not judgment driven customers, for example affordability provider service, convenience get information, courtesy employees and image company.

Satisfaction viewer to quality facilities and services obtained of course will take effect to appearance interest for return visit to cinema. This thing evidenced by (Chiguvi & Guruwo, 2017) in study those who show existence influence significant Among satisfaction consumer with interest for visit something destination back. Based on explanation that, then hypothesis next on research this are :

H2a: Satisfaction consumer take effect by significant to interest visit return to cinema.

Customer Trust

Trust consumer is hope from consumers to provider services, such as cinema, for could give service with good in accordance with what is promised by the party provider service (Sirdeshmukh et al., 2002). Besides that, (Huang, 2017) also mentions that trust consumers of a brand are feeling safe owned by the customer in the interaction with the brand, which reflects confidence that the brand takes care of them. According to (Delgado-Ballester, 2004), trust consumer to provider service could be measured through two indicators, namely:

1) Reliability, that is indicators based on belief audience on reliability products and services, that products and services provided by the parties cinema will capable Fulfill needs and provide satisfaction of the audience.
2) Intention, that is indicators based on belief viewer that party management cinema will committed to values service, where score the oriented to interest audience and prioritize interest audience.

A number of study like research (Sirdeshmukh et al., 2002), showed that interest consumer for To do visit return is strongly influenced by trust they to provider service, where connection Among both of them involve factor satisfaction consumer to facilities and services obtained. So from that, hypothesis last on research this are :

H2b: Trust consumer take effect by significant to interest visit return to cinema.

Customer Loyalty

Customer loyalty is series related attitude with behavior purchase by periodically and systematically profitable company compared with company competitors (Watson &

Hill, 2015). (Kotler & Keller, 2016) stated that customer loyalty is commitment customer for use return something product or service though there is influence or marketing from competitors who can cause switching behavior. Customer loyalty is also defined as use something product or service by ongoing and a psychological process that is results from commitment to product (Thakur & Gupta, 2016). (Chandra & Keni, 2021) added that consumer with level high loyalty usually will permanent use something brand though have another alternative. Then, can concluded that customer loyalty is something size faithfulness from customer in use something brand product or brand service in the period time specific to the situation where many choice product or services that can Fulfill needs and customers have ability get it.

According to (Dineen-Griffin, Garcia-Cardenas, Williams, & Benrimoj, 2019), there are three indicators used for measuring customer loyalty, including:

a. Say positive thing is delivery information to others in form of words positive about something provider service, usually in the form of review story or description experience.
b. Recommend friends are a process that culminates in inviting the other party for follow enjoy provider service the consequence from experience positive feeling.
c. Continue purchasing is something attitude for buy repeat continuously by customers it is on the provider service certain so that cause loops that can based on from loyalty.

A number of study as (Söderlund, 1998) proved that loyalty and commitment consumer give influence significant to interest for visit back . because of that, hypothesis second on research this are :

H3: Loyalty consumer take effect by significant to interest visit return to cinema.

METHOD RESEARCH

Method the research we use is study quantitative. Study quantitative is research based on positivism and its used for investigate the population or sample certain (Sugiyono, 2011). Inside study this there is two type which variable are both each other relate one each other. Second type variable this is variable dependent and variable independent . Variable dependent in study this is Customer Loyalty, which is factors from appearance variable independent from study this namely Customer Experience, Customer Satisfaction, and Customer Trust.

Population and Collection Technique Sample

Population in study this is Indonesian population in Jabodetabek who is at least once one time watching at the cinema During COVID-19 pandemic. retrieval technique sample in study this use purposive sampling technique.

Data Type

Study this use source of primary data and secondary data. Primary data obtained direct from respondent a survey of 250 respondents. For secondary data alone obtained from websites, online news portals and sources supporter other.

Data Collection Techniques

Study this use web-based questionnaire survey method. The survey will conducted use google form, and ask availability of respondents for answer a number of question in distributed questionnaire via social media chat based like Whatsapp, Telegram and Instagram. There is a number of criteria used for respondents who will given questionnaire as following:

1. Amount respondent 250
2. Respondents are at least 18 years old

3. Once at least 1x watch at the cinema During COVID-19 pandemic
4. Viewer cinema on the island Java (PSBB center enforced)

Questionnaire used for study this using 4 variables and each variable consists of of 5-7 question items. Question the arranged for measure connection between Customer Experience, Customer Satisfaction, Customer Loyalty and Customer Trust. Five Likert scale starting from Very unsatisfied (1) to Very satisfied (5) used for measuring 5 questions (Sinanian & Liguori, 2020). Besides it, variable demographics like level education, age, occupation and income entered in the model as variable control. According to filmindonesia.or.id (FI) report, which states : that 5 provinces with amount cinema most scattered on the island Java, there are DKI Jakarta, West Java, East Java, Banten and Central Java.

Spread	2019		2020	
	Cinema	**Screen**	**Cinema**	**Screen**
Sumatra and Riau Islands	21 (27%)	78 (27%)	1 (7%)	4 (7%)
Java	48(62%)	177 (62%)	11 (79%)	50 (83%)
Borneo	2 (3%)	7 (2%)	1 (7%)	2 (3%)
Sulawesi	2 (3%)	8 (3%)	0	0
Bali, NTB, and my shame	4 (5%)	16 (6%)	0	0
Papua			1 (7%)	4 (7%)

Source: FI Editors

RESULTS AND DISCUSSION

Analysis Descriptive

Description variable in statistics descriptive used in study this cover minimum, maximum, mean and standard values deviation from variable research. Statistics descriptive describe character sample used in study this. Statistics descriptive more in study this shown in table following:

Table 1
Statistics Descriptive Customer Experience

	mean	median	Min	Max	Standard Deviation
CE1	4,543	5	2	5	0.572
CE2	4.225	5	1	5	0.954
CE3	4.130	4	1	5	0.904
CE4	4,510	5	2	5	0.594
CE5	4,542	5	2	5	0.572
CE6	4,534	5	2	5	0.573

Based on table 1 on the known Customer Experience variable There are 6 indicators question, obtained that the average answer indicator Lowest i.e. on the CE3 indicator "I can focus without disturbance whatever if watching in the cinema" i.e of 4.130 while the average answer indicator highest namely on the CE1 indicator "I feel comfortable

watching movies in theaters" amounted to 4,543. Following statistics descriptive Customer Satisfaction variable

Table 2
Statistics Descriptive Customer Satisfaction

	mean	median	Min	Max	Standard Deviation
CS1	4.415	4	2	5	0.581
CS2	4,561	5	2	5	0.556
CS3	4,526	5	2	5	0.600
CS4	4.585	5	3	5	0.531
CS5	4,597	5	3	5	0.544
CS6	4.585	5	3	5	0.516
CS7	4,565	5	3	5	0.541

Based on table 2 on the known Customer Satisfaction variable there are 7 indicators question , obtained that the average answer indicator Lowest namely on the CS1 indicator " Cleanliness and comfort of the cinema studio " namely of 4.415 while the average answer indicator highest namely on the CS5 indicator " The audio quality of films shown in cinemas " is 4,597. Following statistics descriptive Customer Loyalty variable.

Table 3
Statistics Descriptive Customer Loyalty

	mean	median	Min	Max	Standard Deviation
CL1	3,472	4	1	5	1.197
CL2	4.111	4	1	5	0.932
CL3	4060	4	1	5	0.831
CL4	3.361	3	1	5	1.151
CL5	4.067	5	1	5	1,245
CL6	3,508	4	1	5	1.156

Based on table 3 on the known Customer Loyalty variable There are 6 indicators question , obtained that the average answer indicator Lowest namely on the CL1 indicator "I will permanent watching movies at the cinema, even though there is offer for watch the movie for free on the streaming application " i.e. of 3.472 while the average answer indicator highest namely on the CL2 indicator "I always follow information about the current movie show and what will showing in theaters " amounted to 4,111. Following statistics descriptive Customer Trust variable.

Table 4
Statistics Descriptive Customer Trust

	mean	median	Min	Max	Standard Deviation
CT1	4.213	4	2	5	0.684
CT2	3.984	4	1	5	0.770
CT3	4.063	4	2	5	0.741
CT4	4.067	4	2	5	0.744
CT5	4.016	4	2	5	0.805

Based on table 4 on the known Customer Trust variable there are 5 indicators question, obtained that the average answer indicator Lowest namely on the CT2 indicator " Management " cinema hold firm score honesty in service "that is of 3.984 while the average answer indicator highest namely on the CT1 indicator "Staff and employees capable serve viewer with professional " of 4,610.

Measurement Model (Outer Model)
Test Validity (Convergent Validity)
Test validity or *convergent validity* using outer loading value . Following is results testing validity to each variable.

Table 5
Test Validity

Variable	Indicator	Loading Factor	Information
Customer Experience	CE1	0.977	Valid
	CE2	0.566	Valid
	CE3	0.516	Valid
	CE4	0.934	Valid
	CE5	0.969	Valid
	CE6	0.971	Valid
Customer Loyalty	CL1	0.840	Valid
	CL2	0.741	Valid
	CL3	0.611	Valid
	CL4	0.859	Valid
	CL5	0.617	Valid
	CL6	0.856	Valid
Customer Satisfaction	CS1	0.668	Valid
	CS2	0.890	Valid
	CS3	0.896	Valid
	CS4	0.905	Valid
	CS5	0.900	Valid
	CS6	0.912	Valid
	CS7	0.929	Valid
Customer Trust	CT1	0.814	Valid
	CT2	0.853	Valid
	CT3	0.882	Valid
	CT4	0.847	Valid
	CT5	0.809	Valid

Processing results with use SmartPLS could seen in the table above the value of the outer model or correlation Among construct with variable show that by whole more loading factor value big from 0.5 to construct for all variable already valid from the model. Following is results of the initial structural model outer model.
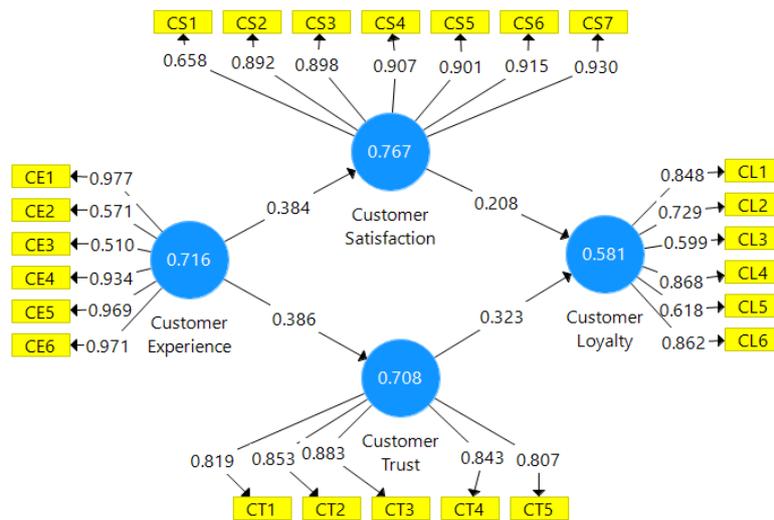
Figure 2
Outer Structural Model

Test Validity Discriminant (Discriminant Validity)

After conducted testing validity use outer loading value , next conducted testing validity discriminant use score *average variance extracted* (AVE). following is discriminant test results.

Table 6
Test Validity Discriminant

Variable	Average Variance Extracted (AVE)
Customer Experience	0.716
Customer Loyalty	0.581
Customer Satisfaction	0.767
Customer Trust	0.708

Test this conducted for see how much big difference between variable. Viewed value in testing this is score *average variance extracted* (AVE) whole all variable have AVE value > 0.5 so that declared valid. Measurement result from *Fornell -Larcker Criterion* and *Cross loading* can be presented in the table under this.

Table 7
***Fornell -Larcker Criterion* between Variable**

	Customer Experience	Customer Loyalty	Customer Satisfaction	Customer Trust
Customer Experience	**0.846**			
Customer Loyalty	0.499	**0.762**		
Customer Satisfaction	0.384	0.324	**0.876**	
Customer Trust	0.386	0.398	0.361	**0.841**

Table 8
***Cross Loading* between Latent Variable with Indicator**

	Customer Experience	Customer Loyalty	Customer Satisfaction	Customer Trust
CE1	**0.977**	0.478	0.394	0.353
CE2	**0.571**	0.284	0.107	0.293
CE3	**0.510**	0.347	0.120	0.262
CE4	**0.934**	0.451	0.380	0.341
CE5	**0.969**	0.474	0.401	0.357
CE6	**0.971**	0.470	0.404	0.364
CL1	0.361	**0.848**	0.240	0.323
CL2	0.392	**0.729**	0.221	0.272
CL3	0.411	**0.599**	0.218	0.348
CL4	0.357	**0.868**	0.255	0.332
CL5	0.354	**0.618**	0.284	0.224
CL6	0.391	**0.862**	0.259	0.289
CS1	0.300	0.268	**0.658**	0.362
CS2	0.347	0.286	**0.892**	0.300
CS3	0.299	0.257	**0.898**	0.277
CS4	0.343	0.291	**0.907**	0.328
CS5	0.331	0.288	**0.901**	0.313
CS6	0.374	0.300	**0.915**	0.324
CS7	0.348	0.289	**0.930**	0.303
CT1	0.360	0.316	0.312	**0.819**
CT2	0.287	0.383	0.265	**0.853**
CT3	0.376	0.370	0.347	**0.883**
CT4	0.291	0.296	0.303	**0.843**
CT5	0.298	0.297	0.285	**0.807**

Result of *Fornell -Larcker Criterion* and cross *loading* between all latent variable with variable indicators that have been shown in Table on that score from something indicator more big in count variable from another construct. Based on results that, can declared that every indicators used has have good *discriminant* validity for shape their respective
variables.

Test Reliability

Test reliability conducted for knowing is variable used in study this already reliable or no. Test reliability use score *Cronbach's Alpha* and *composite reliability.* Following is results testing reliability.
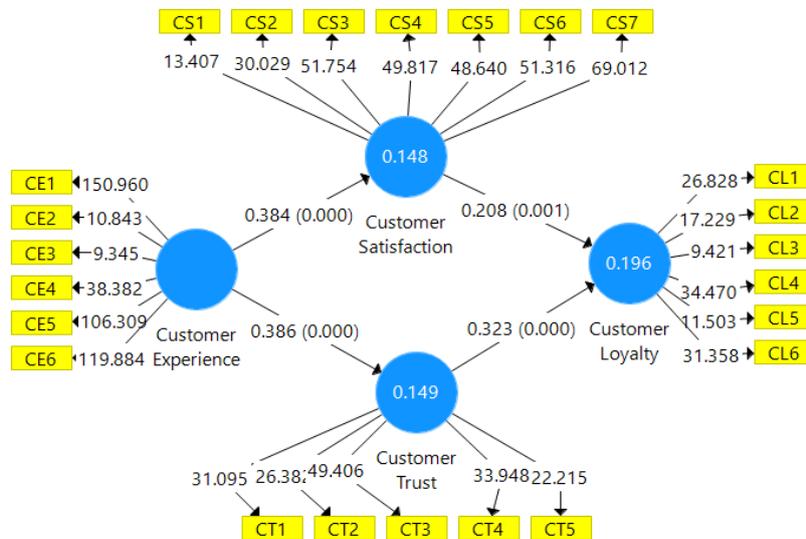
Table 9
Test Reliability

Variable	Cronbach's Alpha	Composite Reliability	*Rule of Thumb*	Model Evaluation
Customer Experience	0.909	0.934		Reliable
Customer Loyalty	0.849	0.891	> 0.70	Reliable
Customer Satisfaction	0.947	0.958	> 0.70	Reliable
Customer Trust	0.897	0.924		Reliable

Based on table on could concluded that construct for all variable Fulfill criteria reliable. This thing showed with score *Cronbach's Alpha* and composite *reliability* obtained from results estimation SmartPLS. Generated value is >0.70 as recommended criteria.

Structural Model (Inner Model)

Test *inner model* or structural model conducted for see connection Among construct, value significance and *R-square* of the research model. Structural model evaluated with use *R-square* for construct dependent t test as well as significance from path parameter coefficient structural.

Figure 3
Inner Structural Model

In judging model with PLS started with see *R-square* and *Q Square* for every dependent latent variable. Table 10 is results estimation *R-square* and *Q Square* with use SmartPLS.

Table 10
Value of *R Square* and *Q Square*

Variable	R Square	Q Square
Customer Loyalty	0.196	0.107
Customer Satisfaction	0.148	0.110
Customer Trust	0.149	0.101

In principle study this use 3 pieces variables that are influenced by variables other. The results of the R Square value of the Customer Loyalty variable are 0.196 or 19.6%, which means variable Customer Satisfaction and Customer Trust substantial could explain Customer Loyalty variable with rate of 19.6% whereas the rest influenced by other factors that are not entered into the variable study this. Then results the value of R Square for the Customer Satisfaction variable is 0.148 or 14.8%, which means Customer Experience variable substantial could explain Customer Satisfaction variable with rate of 14.8% whereas the rest influenced by other factors that are not entered into the variable study this. and results the value of R Square of the Customer Trust variable is 0.149 or

14.9%, it means Customer Experience variable substantial could explain Customer Trust variable with rate of 14.9% whereas the rest influenced by other factors that are not entered into the variable study this.

Then the value of Q Square for the Customer Loyalty variable is 0.107, the Customer Satisfaction variable is 0.110 and the Customer Trust variable is 0.101, meaning more big from 0.1 to show that the model has *predictive relevance*. Next for see *quality index* use *Goodness of Fit* (GoF) obtained as following.

$$GoF = \sqrt{Com \ x \ R^2}$$

$$GoF = \sqrt{0,693 \ x \ 0,164^2}$$
$$GoF = 0,137$$

Based on results calculation *quality index* use *Goodness of Fit* (GoF) obtained score GoF that is of 0.137 means that the model used in the study this have good prediction model.

Test Hypothesis

The significance of the estimated parameters give very useful information about connection Among variables research . Base used in test hypothesis is the value contained in the output *path coefficient.*

a. Influence Direct

Table 11
Test Hypothesis influence direct

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Satisfaction	0.384	0.386	0.057	6,719	0.000
Customer Experience -> Customer Trust	0.386	0.390	0.051	7,623	0.000
Customer Satisfaction -> Customer Loyalty	0.208	0.211	0.066	3.164	0.001
Customer Trust -> Customer Loyalty	0.323	0.329	0.061	5.295	0.000

Based on testing hypothesis influence direct on could explained as following.
a. Test hypothesis 1 (Customer Experience has an effect by significant to Customer Satisfaction)

Test results hypothesis 1 is connection Customer Experience variable against Customer Satisfaction variable shows score estimation of 0.384 (positive) and a p-value of 0.000 more small from 0.050 so could concluded that Customer Experience matters by significant towards Customer Satisfaction which means in accordance with hypothesis 1 (**hypothesis 1 is accepted**).
b. Test hypothesis 2 (Customer Experience has an effect by significant against Customer Trust)

Test results hypothesis 2 is connection Customer Experience variable against against Customer Trust shows score estimation of 0.386 (positive) and a p-value of 0.000 more small from 0.05 so that could concluded that Customer Experience matters

by significant towards Customer Trust which means in accordance with hypothesis 2 (**hypothesis 2 is accepted**).

c. Test hypothesis 3 (Customer Satisfaction has an effect by significant towards Customer Loyalty)

Test results hypothesis 3 that is connection Customer Satisfaction variable towards Customer Loyalty shows score estimation of 0.208 (positive) and a p-value of 0.001 more small from 0.05 so that could concluded that Customer Satisfaction has an effect by significant towards Customer Loyalty which means in accordance with hypothesis 3 (**hypothesis 3 is accepted**).

d. Test hypothesis 4 (Customer Trust has an effect by significant towards Customer Loyalty)

Test results hypothesis 4 that is connection Customer Trust variable on Customer Loyalty shows score estimation of 0.323 (positive) and a p-value of 0.000 more small from 0.05 so that could concluded that Customer Trust matters by significant towards Customer Loyalty which means in accordance with hypothesis 4 (**hypothesis 4 is accepted**).

b. Influence Not Direct

Table 12
Testing Hypothesis influence no direct

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Satisfaction -> Customer Loyalty	0.080	0.082	0.030	2,621	0.005
Customer Experience -> Customer Trust -> Customer Loyalty	0.125	0.130	0.034	3.678	0.000

Based on testing hypothesis influence direct on could explained as following .

a. Test hypothesis 5 (Customer Experience has an effect by significant towards Customer Loyalty through customer satisfaction mediation)

Test results hypothesis 5 that is connection Customer Experience variable against Customer Loyalty variable through Customer Satisfaction mediation shows score estimation of 0.080 (positive) and a p-value of 0.005 more small from 0.05 so that could concluded that Customer Experience matters by significant towards Customer Loyalty through mediation of Customer Satisfaction which means in accordance with hypothesis 5 (**hypothesis 5 is accepted**).

b. Test hypothesis 6 (Customer Experience has an effect by significant towards Customer Loyalty through Customer Trust mediation)

Test results hypothesis 6 that is connection Customer Experience variable against Customer Loyalty variable through Customer Trust mediation shows score estimation of 0.125 (positive) and a p-value of 0.000 more small from 0.05 so that could concluded that Customer Experience matters by significant towards Customer Loyalty through Customer Trust mediation which means in accordance with hypothesis 6 (**hypothesis 6 is accepted**).

CONCLUSION

As for the results from description and discussion that, then could obtained conclusion that is results testing hypothesis by straight to research this obtained that

Customer Experience variable has significant influence towards Customer Satisfaction and Customer Trust. Then Customer Satisfaction and Customer Trust have significant influence towards Customer Loyalty.

Test results hypothesis by no straight to research this obtained that Customer Experience variable has significant influence towards Customer Loyalty through mediation variable Customer Satisfaction and Customer Trust.

The result of R Square value is obtained that Customer Experience variable substantial could explain Customer Satisfaction variable with 14.8% rate , then Customer Experience variable substantial could explain Customer Trust variable with level of 14.9% and the variables Customer Satisfaction and Customer Trust are substantial could explain Customer Loyalty variable with rate of 19.6%, while the rest influenced by other factors that are not entered into the variable study this .

The results of the Q Square value on the Customer Loyalty variable are 0.107, the Customer Satisfaction variable is 0.110 and the Customer Trust variable is 0.101, meaning more big from 0.1 to show that the model has predictive relevance. Next for look at the quality index using the Goodness of Fit (GoF) obtained score GoF that is of 0.137 means that the model used in the study this have moderate model predictions (moderate).

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