

Pengaruh appraisal emotion service quality perceived value dan customer satisfaction terhadap repatronage intention gedung pertunjukan (Studi kasus : Graha Bhakti Budaya, Taman Ismail Marzuki) = The effect of appraisal emotion service quality perceived value and customer satisfaction towards repatronage intention in the performing arts venue (Case study : Graha Bhakti Budaya, Taman Ismail Marzuki)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh appraisal emotion, perceived value, customer satisfaction, dan service quality untuk memicu terjadinya repurchase intention dalam bidang seni pertunjukan. Responden dari penelitian ini adalah penonton dari pertunjukan seni di Graha Bhakti Budaya Taman Ismail Marzuki dalam kurun 6 bulan terakhir. Total responden yang digunakan dalam penelitian ini berjumlah 64. Metode analisis yang digunakan adalah regresi berganda. Hasil penelitian ini menunjukkan bahwa service quality memiliki pengaruh signifikan terhadap repurchase intention dan juga berhasil memediasi service quality untuk menjadi signifikan terhadap repatronage intention. Appraisal emotion dan perceived value tidak terbukti memiliki pengaruh terhadap repatronage intention dalam penelitian ini.This research is aimed to find out the effect of appraisal emotion, service quality, perceived value, and customer satisfaction toward repurchase intention in performing arts case. The respondents that participate in this research are audience of performing arts show performed in Graha Bhakti Budaya Taman Ismail Marzuki within the last 6 months. The total number of respondents used in this research are 64 respondents. This research used multiple regression as analitical method. The outcome shows that service quality has significant influence toward repurchase intention and also be able to create mediating effect for service quality resulting in significant influence to repatronage intention. In this research appraisal emotion and perceived quality are not proven to have significant effect toward repatronage intention