

ABSTRACT

This study aims to determine and identify how much influence the quality of service and facilities has on audience satisfaction at CGV Cinemas Paris Van Java. The method used is descriptive and verification. The research subjects were the audience at CGV Cinemas Paris Van Java with a total sample of 94 respondents. Analysis of the data used is using multiple linear regression analysis, multiple correlation, and coefficient of determination.

Based on the results of the analysis of the effect of service quality and facilities on audience satisfaction partially, the service quality variable has an influence of 1.9% on audience satisfaction, where the better the quality of service provided, the more satisfied the audience will be. While partially, the facility variable has a 41.1% influence on audience satisfaction, where the completer and more well-maintained the facilities provided will make the audience more satisfied at CGV Cinemas Paris Van Java. Simultaneously the quality of service and facilities have an effect of 43.0% on audience satisfaction at CGV Cinemas Paris Van Java.

Keywords: Service Quality, Facilities, Audience Satisfaction