

CHAPTER I

INTRODUCTION

1.1. Background of Study

The entertainment industry in Indonesia is one of the most desirable industries in fulfilling people's needs for entertainment facilities that can be physically, mentally and emotionally enjoyable, one of which is watching movies. One part of the entertainment industry is the film industry which includes cinema. One of the company's services to facilitate transactions with customers is to create a mobile-commerce service where one of the activities is mobile ticketing (M-Ticketing). Through mobile ticketing, customers can place orders to make ticket payments only through a smartphone. M-ticketing is currently used in various activities in the service sector, such as the sale of airplane tickets, train tickets, concert tickets, and cinema tickets.

Reliability is the company's ability to provide services accurately and reliably as promised. Reliability can include accuracy in service, not taking careless actions, and serving accurately. Service must be in accordance with what has been promised to consumers, according to Jauhari (2014). Reliability is the company's expertise to provide services that are in accordance with what was promised reliably and accurately, according to Armine and Dewi (2018).

Efficiency is a level of frugality in utilizing available resources to achieve the desired goals. Efficiency has two types, namely time efficiency and cost efficiency. Time efficiency relates to how fast the implementation process is from the beginning to the end. While cost efficiency is the level of savings from an economic point of view carried out to achieve a goal, according to Faradibah and Suryani (2019).

Customer satisfaction is a measure of how a company's products and services meet the consumers' expectations. Customer satisfaction is a critical goal that every company strives for. When a customer is satisfied with a company's product or service, it may lead to customer retention as long as the brand reputation improves. Customer satisfaction is influenced by a number of factors. According to Azmi (2020)'s research, efficiency and reliability have a positive and significant impact on the customer satisfaction.

M-Tix is an online ticket purchase service that offers customers to purchase cinema tickets without having to queue and can be done anywhere. The M-Tix presented by Cinema XXI is expected to help make it easier for customers to order tickets for film shows without the need to come directly to the cinema counter to buy tickets for film shows. Simply by using the application on our smartphone or logging in directly to www.21cinplex.com, tickets for movie shows can be purchased online anytime, anywhere. Besides that, viewers can also get information about available movies, upcoming movies, available seats,

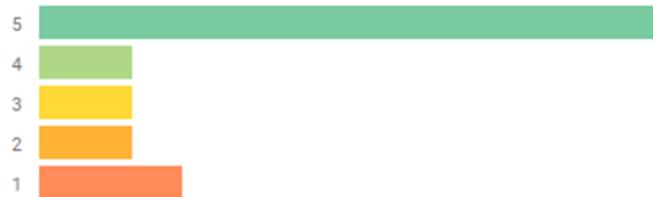
transaction history and top up balances, and the location of the studio. In order to be able to order tickets, viewers can register in advance online either through the M-Tix application or via the website. After registering to have an M-Tix account, then customers can order tickets through M-Tix. It can be seen from the Google Play Reviews, the app received only 3.9 stars rating out of 5 with 44 thousand users rated, overall many complaints were written on the reviews.

REVIEWS

 Review policy and info

3.9

 43,921 total



Rizki Pratama

★★★★★ December 23, 2021



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Brought my family to the cinema after booked the tickets via app for 12.40 show time. Scanned the QR code but the machine says "Transaksi tidak ditemukan". Asked the cashier, she said that the app server experienced issues such as displaying the incorrect show time therefore the booked tickets can't be used. Then I was told to wait for the refund within 2x24 hours. I could only buy ticket manually via cashier with a very long queue. What a worst experience.



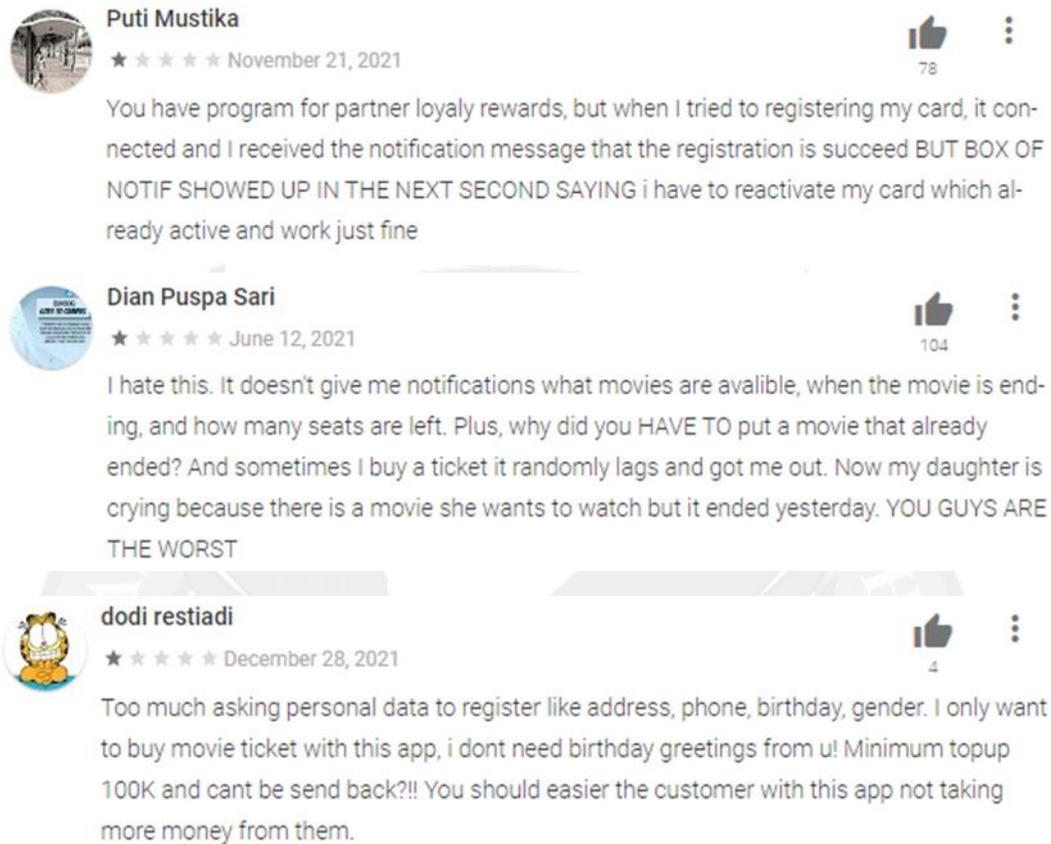
Avara Niah

★★★★★ December 25, 2021



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For people who want to buy tickets please don't install this app! With their absurd rule which is minimum 100000 each top up! I mean.. I only need 1000 rupiah more to buy tickets and I need to top up 100000?? Not to mention 5000 to top up! That is ridiculous! So instead of 1000 I need to pay 105.000! Bul****! If you applied this rule you need to allow us to send the money back to our account! Like other app!! Pleasee peeps save your money and DO NOT install this app!



Source: Google Play Reviews (2022)

From the results of Google Play Reviews by several unsatisfied M-Tix customers who have bought their products, it is known that the problems faced by M-Tix are unreliability such as displaying the incorrect show time, hidden fee such as 5000 rupiah for top-up, unreliable notifications, inefficiency due to asking too much personal data just to buy a movie ticket.

As a result of the overall description in the preceding paragraphs, the author is interested in conducting research on “**The Influence of Reliability and Efficiency towards Customer Satisfaction on M-Tix Users**”

1.2. Problem Limitation

The first limitation of conducting research is that author must make extra efforts to find respondents for research. The samples that are going to be analyzed are limited to certain criteria; both male and female, 18 to 60 years old, living in Medan, has installed and been using M-Tix in these last 6 months. The next limitation is that this study only discusses reliability and efficiency as independent variable and customer satisfaction as dependent variable on M-Tix users.

1.3. Problem Formulation

The problem formulations in this research are:

1. Does reliability have an influence towards the customer satisfaction on M-Tix users?
2. Does efficiency have an influence towards the customer satisfaction on M-Tix users?
3. Do reliability and efficiency have an influence towards the customer satisfaction on M-Tix users?

1.4. Objective of Research

The objectives of this research are as follow:

1. To analyze the influence of reliability towards the customer satisfaction on M-Tix users.
2. To analyze the influence of efficiency towards the customer satisfaction on M-Tix users.
3. To analyze the influence of reliability and efficiency towards customer satisfaction on M-Tix users.

1.5. Benefit of Research

The benefits of this research are as follow:

1.5.1. Theoretical Benefit

This research is expected to prove whether reliability and efficiency will have influence towards the customer satisfaction. Furthermore, the results of this research are expected to be used as a reference for similar research in the future.

1.5.2. Practical Benefit

1. For the team of M-Tix

This research will provide more information and solution on how reliability and efficiency can affect the customer satisfaction.

2. For readers and other researchers

To improve reader's knowledge on the importance and impact of reliability and efficiency on customer satisfaction on M-Tix users.

