

## ABSTRAK

Berkembangnya program televisi pencarian bakat di Indonesia, semakin meningkatkan persaingan diantara stasiun televisi. Keberlanjutan suatu program acara televisi adalah hal yang sangat penting bagi program acara tersebut. *X Factor* Indonesia merupakan program acara pencarian bakat yang baru pertama kali di selenggarakan di Indonesia. Tentunya keberlanjutan akan program acara ini akan sangat penting. Penelitian ini dilakukan untuk menganalisa pengaruh *connectedness* dan *perceived quality* terhadap *intention to repeat* melalui *audience satisfaction* dan *audience voice* sebagai variabel *intervening* pada penonton *X Factor Indonesia*. Hasil penelitian ini diharapkan dapat digunakan oleh *X Factor Indonesia* dalam mengembangkan strategi yang tepat untuk meningkatkan *intention to repeat* penonton *X Factor Indonesia*.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknis analisis *Structural Equation Model* dan program AMOS 16.0. Sampel yang digunakan pada penelitian ini yaitu penonton *X Factor Indonesia* yang berjumlah 165, berdomisili di kota Surabaya dengan rentang usia 18-60 tahun dan pernah menonton *X Factor Indonesia* lebih dari dua kali. Kuesioner disebarakan kepada responden dengan menggunakan *non probability sampling* dan *snowball sampling*.

Hasil penelitian ini menunjukkan bahwa *connectedness* dan *perceived quality* memiliki pengaruh positif dan signifikan pada *audience satisfaction*. Selain itu, *audience satisfaction* juga mempengaruhi *intention to repeat* secara langsung dan melalui variabel *intervening audience voice*.

**Kata kunci:** *connectedness, perceived quality, audience satisfaction, audience voice, intention to repeat, X Factor Indonesia*

## **ABSTRACT**

*The development of talent search television program in Indonesia, further increase competition among television station. Sustainability of a television program is a very important thing for the television program. For the first time, X Factor Indonesia as a talent search television program was held in Indonesia. This study aims to analyze the effects of connectedness and perceived quality to intention to repeat through audience satisfaction and audience voice as intervening variable on audience of X Factor Indonesia. The results of this study can be used by X Factor Indonesia to develop the best strategy to increase intention to repeat X Factor Indonesia.*

*This study uses quantitative approach with Structural Equation Modeling technique and AMOS 16.0 program. Sample of this study consist of one hundred and sixty five (165) audience of X Factor Indonesia living in Surabaya ranging in ages 18-60 years old and have been watching X Factor Indonesia more than two times. Questionnaires were distributed to respondent using non probability sampling and snowball sampling's method.*

*The result of this study show that connectedness and perceived quality have positive and significant effects on audience satisfaction. In addition, audience satisfaction also has positive and significant effect on intention to repeat directly nor through audience voice as intervening variable.*

*Keywords: connectedness, perceived quality, audience satisfaction, audience voice, intention to repeat, X Factor Indonesia*