

EVALUATING SERVICESCAPE OF THE PREMIERE CINEPLEX 21 GROUP IN MANADO TOWN SQUARE 3 USING IMPORTANCE AND PERFORMANCE ANALYSIS

Farlane S. Rumokoy¹ and George G. Sumampouw²

International Business Administration, Management Program, Faculty of Economics and Business,
University of Sam Ratulangi Manado, North Sulawesi, 95115, Indonesia.

email: [1prince_farlent@live.com](mailto:prince_farlent@live.com), [2sumampouwgeorge@gmail.com](mailto:sumampouwgeorge@gmail.com)

ABSTRACT

As a part of ASEAN, Indonesia should be ready to face the open competition in ASEAN Economic Community. As a country with big number of population Indonesia of course considered as a promising goal for foreign company that intent on expand their business. Appearance of The Premiere movie theaters in Manado become a phenomena although this kind of movie theater already introduced by other company that provide premium movie theater. This research aims to evaluate the servicescape of The Premiere Cineplex 21 Group in Manado Town Square 3. Type of this research is descriptive with quantitative approach and IPA used as the measurement tool. The sample size of this research is 100 respondents who already experience watching movie in The Premiere Cineplex 21 Group in Manado Town Square 3. Convenience sampling was used to collecting data through online questionnaire. The result, the servicescape of The Premiere Cineplex 21 Group in Manado Town Square 3 shows, the cleanliness of the toilet attribute located in Quadrant 2. On the other hand, electric seats inside the studio attribute placed in Quadrant 3 on IPA chart about servicescape of The Premiere Cineplex 21 Group in Manado Town Square 3. The Premiere needs to improve all of them in order to keep the market share they have already created otherwise to keep satisfying their customers, and creating further repatronage intention.

Keywords: Cineplex 21 group, importance and performance analysis, leisure service setting servicescape, the premiere

INTRODUCTION

Research Background

As a part of ASEAN, Indonesia should be ready to face the open competition in ASEAN Economic Community. As a country with big number of population Indonesia of course considered as a promising goal for foreign company that intent on expand their business. To survive in this global era local company should prepare to strengthen their products or services in order to be more competitive and suitable to compete with foreign company which bring their best product to expand their business in ASEAN Countries.

On movie theater industry Indonesia has Cineplex 21 Group as a local company that entered this industry since 1987. Cineplex 21 Group bring new concept of movie theater that was introduced on 1987, Cineplex 21 group brought a concept that provide more than one screen in one movie theater (cineplex). Lately, there are many company that enter this industry and remove the opinion that Cineplex 21 Group monopolize this Industry.



Appearance of some movie theater group in Indonesia of course impacted the market share distribution. Manado is one of the city that bordering with other country which is Philippines.

In Manado there are three group of movie theater exist. Those three are Cineplex 21 Group, Cinemaxx, and the latest is CGV cinemas. Cineplex 21 Group be the first that entering market in Manado by be the part of Manado Town Square (MANTOS) with the Cinema 21 and currently change into Cinema XXI, this group also be the part of MEGAMALL Manado with the same product that is Cinema XXI. Not only Cinema XXI, Cineplex 21 Group once again strengthened their position in Manado by joining the MANTOS 3 with Cinema XXI and introducing new product that is The Premiere in local market. The Premiere is a premium product of Cineplex 21 Group that targeting the premium customers that looking for luxury facilities and have high level of satisfaction.

Servicescapes play an important role in determining whether or not spectators are satisfied, which in turn may influence how long they desire to stay in the facility and whether they intend to re-patronize the leisure facility (Dhurup, Mofoka, and Surujlal, 2010). According the statistical data there are a gap between the market share of the Cineplex 21 Group before and after the CGV Cinemas and Cinemaxx established their business in Indonesia. The decreasing number of market share of Cineplex 21 Group of course comes from their three products which are: XXI, The Premiere, and IMAX. The performance of the servicescape is an important factor that can be measured to know.

Research Objective

1. To evaluate the importance of servicescape of The Premiere Cineplex 21 Group on Manado Town Square 3.
2. To evaluate the performance of servicescape of The Premiere Cineplex 21 Group on Manado Town Square 3.

THEORETICAL FRAMEWORK

Marketing

Marketing is about identifying and meeting human and social needs. Kotler and Keller defined marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customer and for managing customer relationship in ways that benefit the organization and its stakeholder (Kotler and Keller, 2009).

Servicescape

Servicescape is considered as “the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate



performance or communication of the service" (Booms and Bitner, 1981). Generally in leisure service settings there are five servicescape factors that parallel the primary elements of interior layout and design as suggested by Baker, Grewal, and Parasuraman (1994), Bitner (1992), and Brauer (1992) are layout accessibility, facility aesthetics, seating comfort, facility cleanliness, and electronic equipment on the perceived quality of the servicescape.

Conceptual Framework

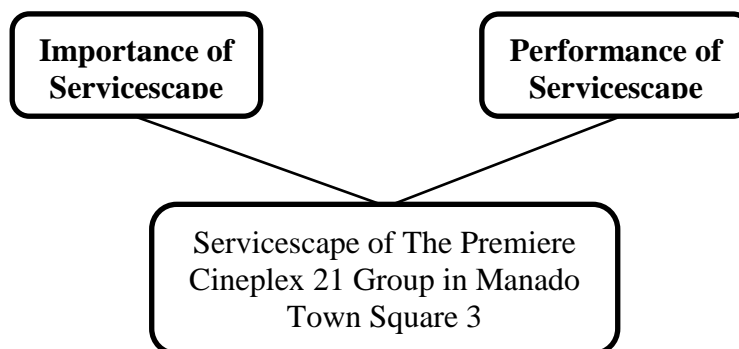


Figure 1. Conceptual Framework
Source: theoretical, 2017

RESEARCH METHOD

Type of Research

The type of this research is descriptive research with quantitative approach. The method used in this research is Importance and Performance Analysis (IPA).

Place and Time of Research

This research will be conducted in Manado and the time of research is about 3 (three) months from June until August 2017.

Population and Sample

Population is the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population in this research is all the people in Manado which already had experience watch movie in The Premiere on Manado Town Square 3. The sample size of this research is 100 and used convenience sampling.

Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary collected by researchers to answer the research questions. The researcher collected the primary data from the result of questionnaire. The questionnaires are distributed to respondents through the internet so they can respond directly on the online questionnaires.



Operational Definition of Research Variable

Servicescape :

1. Layout Accessibility : the way in which furnishings and equipment, service areas, and hallways are organized.
2. Facility Aesthetics : a function of architectural design, as well as interior design and décor, both of which contribute to the attractiveness of the servicescape.
3. Seating Comfort : about the setting of the seat or the physical seat itself.
4. Electronic Equipment : used to deliver and enhance the primary service offering.
5. Facility Cleanliness : over all cleanliness inside the facility.

Data Analysis Method

Validity and Reliability

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

Importance and Performance Analysis

The IPA model is divided into four quadrants, with importance on the y-axis and performance on the x-axis. The four-quadrant IPA matrix is shown in figure below. Quadrant I is labeled “Concentrate Here”, with high importance/low performance. This sends a direct message that improvement effort should concentrate here. Quadrant II is labeled “Keep up the good Work” with high importance/high performance. The message here is to keep up the good work. Quadrant III is labeled “Low Priority” with low importance/low performance. Any attributes falling into this quadrant are non-important and pose no threat to organizations. Quadrant IV is labeled “Possible Overkill” with.

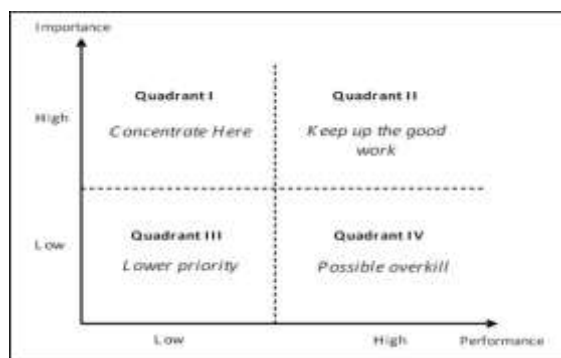


Figure 2. IPA Framework
Source: Martila and James (1977)

RESULT AND DISCUSSION

Validity and Reliability Result

Validity Test



Table 1. Validity Test Result

		Average Importance	Average Performance	Average Importance and Performance
Average Importance	Pearson Correlation	1	.368**	.777**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Average Performance	Pearson Correlation	.368**	1	.872**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Average Importance and Performance	Pearson Correlation	.777**	.872**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2017

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test

Table 2. Reliability Test Result

Cronbach's Alpha	N of Items
.858	3

Source: SPSS Output, 2017

Table 2. Shows that Alpha Cronbach is 0.858 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Importance and Performance Analysis of Service Quality

Table 3. Importance and Performance Analysis

Servicescape Attributes	Importance Mean	Performance Mean	Quadrant
Access from one to another room in The Premiere	3,96	3,88	3
Ease to get in and out from The Premiere	4,22	3,89	3
Aesthetic colors theme of the interior in The Premiere	4,26	3,94	4
Interesting design interior in The Premiere	4,37	3,84	3
Comfort seats inside the studio	4,8	4,04	2
Enough space between seats inside the studio	4,36	3,99	4
Quality of sound system and projector inside the studio	4,67	3,97	2
Electric seats inside the studio	3,95	3,81	3
Cleanliness in The Premiere while service	4,75	4,14	2



activity going on			
Cleanliness of the toilet	4,75	4,18	2
Average	4,4	4,0	

Source: SPSS Output, 2017

Table 3 shows that the Importance (Y) of the comfort seats inside the studio is the highest mean with $\bar{x}=4,8$. And the lowest is importance of electric seats inside the studio with $\bar{x}=3,95$. Meanwhile the performance of cleanliness of the toilet has the highest mean which is $\bar{x}=4,18$. and the lowest mean comes from the performance of electric seats inside the studio $\bar{x}=3,81$.

Discussion

This research has identified fifteen attributes for the servicescape at The Premiere Cineplex 21 Group in Manado Town Square 3, those attributes are: access from one to another room in The Premiere, ease to get in and out from The Premiere, aesthetics colors theme of the interior in The Premiere, interesting design interior in The Premiere, comfort seat inside the studio, enough space between seats inside the studio, quality of sound system and projector inside the studio, electric seats inside the studio, cleanliness in The Premiere while service activity is going on, and cleanliness of the toilet.

In this study, the result shows that the importance of the comfort seat inside the studio is the most important compared to the other attributes, followed by cleanliness of the toilet, cleanliness in The Premiere, quality of sound system and projector, the interesting design of interior in The Premiere, space between seats inside the studio, aesthetic colors theme of the interior in The Premiere, ease to get in and out of The Premiere, access from one to another room, and importance of electric seats inside the studio is the lowest level of importance based on the collected data.

While in terms of performance, the performance of cleanliness of the toilet it has the highest level of performance, followed by the cleanliness in The Premiere, comfort seats in the studio, enough space between seats inside the studio, quality of sound system and projector inside the studio, aesthetic colors theme of the interior in The Premiere, ease to get in and out from The Premiere, access from one to another room, interesting design interior of The Premiere, and the lowest level of performance comes from the performance of electric seats inside the studio

CONCLUSION AND RECOMMENDATION

Conclusion



The conclusion below are drawn using IPA tools to link the importance and performance value. The Result servicescape of The Premiere Cineplex 21 Group in Manado Town Square 3 are Comfort seats inside the studio, cleanliness in The Premiere while service activity going on, and cleanliness of the toilet was performed well by the management and it was important attributes from customers point of view. In Quadrant 1 there is one attributes located in this quadrant that is Quality of sound system and projector inside the studio. In Quadrant 3 there are six attributes that has low importance and low performance, those are: access from one to another room that support the service activity, ease to get in and out from The Premiere, interesting design interior in The Premiere, enough space between seats, aesthetic colors theme of the interior in The Premiere and electric seats inside the studio. And in Quadrant 4 there is no attributes that has low importance and high performance.

Recommendation

The researcher provided recommendation to the company in order to improve the Service Quality even deliver a worth price based on the result above. The recommendation is listed as follows:

1. For the servicescape's attributes which got score lower the average, The Premiere needs to improve all of them in order to keep the market share they have already created otherwise to keep satisfying their customers, and creating further repatronage intention.
2. For all the servicescape attributes that have scored higher the average level of importance and performance, means the company already provides good performance to the customers but still need to maintain their good performance and be consistent.

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