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Customer Satisfaction as a Key Driver of M-Tix Usage Intention: An Analytical Study

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ABSTRACT
Increasingly developing technology has given rise to various innovations, online tickets have been adopted by several well-known cinemas, one of which is Cinema XXI's M-Tix. This research aims to see satisfaction and intention in using M-Tix among the public by knowing the influence of promos and service costs, customer trust and M-Tix display design. This research used data from 101 respondents with an age range of 15-30 years. This research analysis uses Path Analysis (a combination of multiple regression and mediation models). The research results showed that promos and service costs had a negatif effect on customer satisfaction. Meanwhile, customer trust and M-Tix appearance design. Customer trust and M-Tix display design have a positive effect on customer satisfaction. The M-Tix display design has a positive effect on customer usage intention through the customer satisfaction variabel. The implication of the paper is that M-Tix must carefully evaluate and optimize their promotional offers, discounts, and service fees to align with customer expectations, while concurrently fostering trust and enhancing user interface design to significantly boost customer satisfaction and usage intention.

1. Introduction

In recent times, tertiary needs such as entertainment and recreation have become increasingly popular among society as a means to fulfill mental and emotional needs (Koyuncu et al., 2024; Veal & Piracha, 2022). One of the most favored forms of entertainment is watching movies (Hefner, 2024; Lee et al., 2023; Rifkin et al., 2023). Movies offer an escape from the hustle and bustle of daily life, making them a popular choice for relaxation (Piçarra et al., 2021; Wachter & Kelly, 1998). This preference has led to a booming film industry, which includes cinemas, the venues where films are enjoyed on large screens. The cinema business has been rapidly expanding in Indonesia, driven by its potential and the constant demand for its products. Several cinema chains operate in Indonesia, including Cinema XXI, CGV Blitz, Cinemax, New Star Cineplex, and Platinum Cineplex. However, three cinemas stand out as the most popular and widely used: Cinema XXI, Cinemaxx, and CGV Blitz.

Cinema XXI is one of the most commonly found cinemas in shopping centers (Escudero-Gómez, 2024; Kayhan Müldür, 2021) and is known for having the largest cinema network in Indonesia. The competitive nature of the cinema industry has pushed Cinema XXI to continually upgrade its

services, integrating conventional services with online-based services. In response to the current lifestyle, which heavily relies on technology, Cinema XXI has introduced online ticket booking through the M-Tix (mobile ticketing) application. Mobile ticketing leverages mobile commerce to allow consumers to purchase and manage tickets through their mobile devices (Asraar Ahmed & Kranthi, 2019; Chen et al., 2022). This innovation allows customers to book tickets without physically going to the ticket counter, access seating maps, check ticket availability, and view movie schedules. M-Tix enhances the convenience for moviegoers, particularly for Gen-Y and Gen-Z, who prefer practical solutions and staying updated with the latest films.

Although it is known that there is an influence of promotional strategies, service costs, user trust and design quality on customer satisfaction in using M-tickets, there is still limited research that discusses these variables in the context of digital ticket application, in an integrated manner. Research so far has tended to focus on discussing these factors individually and separately. In addition, there is still limited research that discusses promotional strategies for customer satisfaction.

According to data from Cinema XXI, online ticket sales led to a 40% increase in ticket sales in the second quarter of 2019. This positive response prompted M-Tix to enhance its performance, expanding its offerings to include the sale of food and beverages. Additionally, M-Tix plans to integrate with an Application Programming Interface (API) system in the future to further improve its customer service. The widespread enthusiasm for M-Tix among the public has generally motivated researchers to analyze customer satisfaction with M-Tix compared to conventional ticket purchasing methods. This research specifically aims to:

1. Analyze the negative impact of promotions, discounts, and service fees on customer satisfaction with the M-Tix application.
2. Investigate the positive influence of user trust on customer satisfaction and usage intention of the M-Tix application.
3. Examine the effect of the M-Tix application's design quality on customer satisfaction and its indirect impact on usage intention.
4. Explore the relationship between customer satisfaction and the intention to continue using the M-Tix application.

This research provides comprehensive insights for optimizing promotional strategies, service costs, trust-building measures, and design enhancements for digital ticketing applications such as M-tix.

Customer satisfaction

Customer satisfaction is defined as the feeling a person experiences (Abdul Haji et al., 2022; Kim & Kim, 2022), either happy or disappointed, resulting from comparing the performance of a product against their expectations (Eren, 2021). Attention to the concept of the guest experience is increasing among scholars (Waqas et al., 2021). Customer experience is a complex and diverse concept with diverse meanings and components that require comprehensive conceptualization. Managerial stimuli and consumption process are two distinct responses in customer experience concept (Becker & Jaakkola, 2020). The increasing business competition, customer satisfaction is the benchmark for the company's success (Jeong et al., 2022). When customers repeatedly use or repurchase a product to fulfill their needs and expectations, they are considered satisfied (Anshu et al., 2022). Customer satisfaction is an important metric for businesses because it directly correlates with customer loyalty, retention, and overall business success. Satisfied customers are more likely to become repeat buyers, provide positive word-of-mouth referrals, and develop a sense of brand loyalty. This loyalty often translates into competitive advantage.

There are several factors contributing to customer satisfaction, including product quality (Suchánek et al., 2014), service quality, price, convenience, and overall customer experience (Anshu et al., 2022). Product quality is critical, as it ensures the product is able to meet or exceed customer expectations. Service quality, on the other hand, encompasses the interactions customers have with

company representatives. Effective, friendly, and efficient service can significantly increase customer satisfaction.

Diffusion of Innovations Theory

The diffusion of innovation theory explores the process by which information is communicated within a social context (Vargo et al., 2020). According to this theory, innovation encompasses not only the adoption of something new, but also the alteration of individual or group attitudes and behaviors. The core of this theory lies in the way an innovation, be it an idea, practice, or object, is transmitted through specific channels within a social system over a given period, resulting in its gradual acceptance and integration. The diffusion process is comprised of several fundamental components that work in tandem to facilitate the spread and adoption of innovations.

The diffusion and adoption of innovative technologies within organizations are shaped by both internal organizational culture as well as external environmental pressures (Jiang et al., 2021; Kwon et al., 2021). The identification of individual adopter categories (e.g., innovators, early adopters, early majority, late majority, laggards) within an organizational context has been found to significantly shape employees' knowledge and perceptions regarding the adoption and diffusion of emerging technologies, as shown in figure 1. (Lund et al., 2020). Self-leadership enables individuals to exhibit innovative behaviors in the workplace, which is crucial for driving continuous innovation within the organization (Kör et al., 2021). The innovation of the Information and Communication Technology industry plays a crucial role in accelerating digital transformation and creating opportunities and growth (Zhu et al., 2023). Employee resistance to organizational innovation is the biggest challenge that can lead to implementation failure and even threaten business continuity (Heidenreich & Talke, 2020). Barriers to the adoption of innovative technologies can be conceptualized as a multifaceted construct, comprising both functional and psychological dimensions (Migliore et al., 2022).

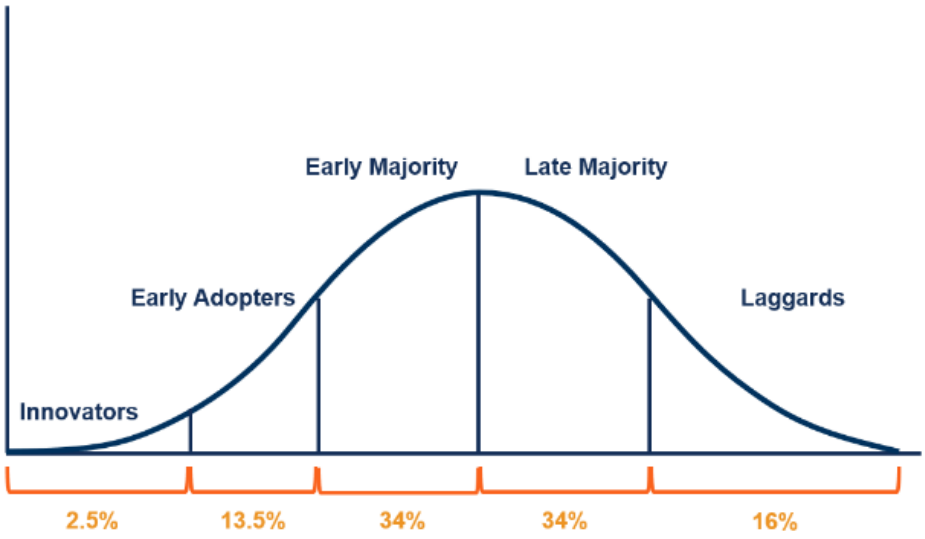

Figure 1. Innovation Adoption Curve
Source: (Rogers, 1995)

Based on the diffusion of innovation curve in figure 1, the adopter categories can be characterized as follows: *innovators* are the first to introduce new innovations, ideas, and methods; *early adopters* are relatively quick to accept innovations and are often considered pioneers; *the early majority* are cautious early followers who wait for innovations to be proven successful; *the late majority* are forced to adopt innovations due to social pressure and policy changes; and *laggards* are the last to accept innovations, often resistant to change.

2. Methods

This study is quantitative research that uses primary data collected through questionnaires and analyzed with SPSS. The data is measured using a Likert scale and filled out by respondents. The questionnaire in this study uses three indicators to measure the intention in using M-Tix with customer satisfaction as the intervening variable, namely: 1) Promotions, discounts, and service fees; 2) Customer trust; 3) M-Tix interface design.

Sampling Techniques and Procedures

$$\boldsymbol{n = \left(\frac{Z}{e}\right)^2 (P)\left(1 - \frac{1}{P}\right)}$$

n = Sample size
P = Number of populations
e = Sampling error (10%)
Z = Standard for selected errors
Number of samples

$$\boldsymbol{n = \left(\frac{1,96}{0,1}\right)^2 (0,5)\left(1 - \frac{1}{0,5}\right)}$$

Since the population size for this study is unknown, the maximum value for P (1-P) of 0.25 was used, along with a 95% confidence level and an error margin of no more than 10%. This calculation resulted in a sample size of 96.04, which was rounded up to 100 respondents. The study successfully obtained 101 respondents, thereby meeting the minimum required sample size.

Data Collection Procedure

Data collection was conducted using questionnaires, which are a data collection technique consisting of questions or statements that respondents must answer. This questionnaire was employed to obtain information regarding the research variables.

Reliability and Validity of Instruments

Conducting a reliability test is essential because a reliable questionnaire will produce consistent data when administered repeatedly to the same group. In this study, reliability was measured using Cronbach's Alpha, a method that assesses the internal consistency of the questionnaire items. Reliability testing typically employs the Cronbach's Alpha statistic, with a value greater than 0.60 indicating that the variable is reliable. The formula for Cronbach's Alpha is as follows,

$$rn = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma^2 b}{\sigma^2 t}\right]$$

rn = Reliability of the instrument
k = The number of questions
$\Sigma\sigma^2$ b = Number of variances
σ^2 t = Varians total

The validity test is an essential measurement instrument for a questionnaire. A question is considered valid if it accurately measures the variable or component it is intended to assess. The validity of a variable is determined by its correlation coefficient (r); if r > 0.30, the variable is deemed valid. Conversely, if a variable is found to be invalid, it must be revised or discarded.

Analysis Methods

This study employs path analysis to examine the intervening variables, aiming to determine both the direct and indirect effects of exogenous variables on endogenous variables. The structure of the equations is as follows:

$Y1 = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + e$.....(1)

$Y2 = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + \beta5Y1 + e$.....(2)

$\beta0$ = Intercept
$\beta1,..., \beta5$ = Regression Coefficient
Y1 = Customer Satisfaction
Y2 = Intention in Using M-tix
X1 = Promos and Service Fees
X2 = Customer Trust
X3 = M-tix Design

3. Results

Based on the survey conducted in this study, there were 101 respondents, consisting of 57 females and 44 males. The respondents' ages varied from 15 to 30 years, with a majority aged between 21 and 25 years. Additionally, the respondents' income levels varied widely, with the majority, specifically 39 respondents, having an income ranging from Rp1,000,000 to Rp3,000,000.

Table 1. Characteristics Responden

	Characteristics	Number	Percentage (%)
1.	**Gender**		
	Man	44	43,6
	Woman	57	56,4
2.	**Age**		
	15-20 years old	7	6,9
	21-25 years old	64	63,4
	26-30 years old	22	21,8
	>30 years old	8	7,9
3.	**Income**		
	0	37	36,6
	<Rp1.000.000	7	6,9
	Rp1.000.000 – Rp3.000.000	39	38,6
	>Rp3.000.000	18	17.8

Source: Data processed by author

Based on the survey conducted, it was found that 100% of respondents have experience visiting cinemas to watch movies, with the majority having visited 3-4 times. Nearly all respondents in the study were aware of the M-Tix application for online cinema ticket booking, and almost all had used it. However, the majority of respondents had only used the M-Tix application 1-2 times.

Table 2. Customer Information About M-Tix

Frequency of Watching to the Cinema		
Less than 1 time	0	
1-2 times	21	20,8%

3-4 times	43	42,6%
More than 4 times	37	36,6%
Knowledge of M-Tix		
Knowledge about M-Tix	100	99%
Unfamiliar about M-Tix	1	1%
M-Tix Usage Frequency		
Less than 1 time	11	10,9%
1-2 times	47	46,5%
3-4 times	27	26,7%
More than 4 times	16	15,8%

Source: Data processed by author

Based on Table 3, it can be observed that the items of questions or statements for each variable —X1 (Promotions, discounts, and M-Tix service fees), X2 (Customer trust in M-Tix), X3 (M-Tix application design), Y1 (Customer satisfaction with M-Tix), and Y2 (Customer intention in using M-Tix)—meet the criteria, with Pearson correlation values greater than 0.30 and significant. Therefore, the items in the questionnaire are considered valid.

Table 3. Validity Test

Item	*Pearson Correlation*	*Sig.*	Keterangan
(X1)			
X1.1	0.879	0.000	Valid
X1.2	0.787	0.000	Valid
X1.3	0.764	0.000	Valid
(X2)			
X2.1	0.842	0.000	Valid
X2.2	0.811	0.000	Valid
X2.3	0.874	0.000	Valid
(X3)			
X3.1	0.873	0.000	Valid
X3.2	0.765	0.000	Valid
X3.3	0.750	0.000	Valid
(Y1)			
Y1.1	0.884	0.000	Valid
Y1.2	0.790	0.000	Valid
Y1.3	0.878	0.000	Valid
(Y2)			
Y2.1	0.783	0.000	Valid
Y2.2	0.861	0.000	Valid
Y2.3	0.905	0.000	Valid

Based on the reliability test results in Table 4, it can be concluded that the instruments above are reliable, as the Cronbach's Alpha values for each instrument are greater than the table value (0.60). Therefore, these instruments can be used for research and hypothesis testing.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Description
Promos, discounts and service fees on M-Tix (X1)	0.736	Reliable
Customer trust in M-Tix (X2)	0.790	Reliable
App design of M-Tix (X3)	0.712	Reliable
Customer satisfaction with M-Tix (Y1)	0.808	Reliable
Customer intention in using M-Tix (Y2)	0.805	Reliable

Table 5. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		101	101
Normal Parameters[a,b]	Mean	.0000000	.0000000
	Std. Deviation	1.12370621	1.05081237
Most Extreme Difference	Absolute	.056	.044
	Positive	.044	.041
	Negative	-.056	-.044
Test Statistic		.056	.044
Asymp. Sig (2-tailed)		.200[c,d]	.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance

The normality test in this study was conducted using the non-parametric Kolmogorov-Smirnov (K-S) statistical test to ensure that both the dependent and independent variables used have a normal distribution. The data is considered to have a normal distribution when the Asymp Sig. (2-tailed) value is greater than 0.05. The results of this study showed a value of 0.200, indicating that the data is normally distributed.

Table 6. Multicollinearity Test

Variable	**Tolerance**	**VIF**
Promos, discounts and service fees on M-Tix (X1)	0,944	1,059
Customer trust in M-Tix (X2)	0,317	3,152
App design *of M-Tix (X3)*	0,354	2,828
Customer satisfaction with M-Tix (Y1)	0,327	3,055

a. Dependent Variable: Customer intention in using M-Tix (Y2)

The multicollinearity test is used to determine whether there is a relationship or correlation between independent variables that could lead to errors in drawing conclusions. Multicollinearity can be assessed by examining the VIF (Variance Inflation Factor) and tolerance values. When VIF is less than 10 and tolerance is greater than 0.10, the variables are considered free from multicollinearity. According to Table 6, the variables X1, X2, X3, and Y1 are free from multicollinearity, as they have tolerance values of 0.944, 0.317, 0.354, and 0.327 (all greater than 0.10), and VIF values of 1.059, 3.152, 2.828, and 3.055 (all less than 10). Therefore, these variables can be used for further analysis and conclusion drawing in the study.

Table 7. Heteroscedasticity Test

Variable	**Significance**
Promos, discounts, and service fees M-Tix (X1)	0,991
Belief on M-Tix (X2)	0,778
Design aplikasi M-Tix (X3)	0,207
Kepuasan pelanggan terhadap M-Tix (Y1)	0,529

Heteroscedasticity testing is used to determine whether there is consistency in the residual variances across observations. If the data does not form a specific pattern and does not spread above or below zero on the y-axis, the research does not exhibit heteroscedasticity. In this study, the Glejser test was used to assess heteroscedasticity by examining the significance values. When the significance value (sig.) is greater than 0.05, the variable is considered free from heteroscedasticity. According to Table 7, it is concluded that there is no heteroscedasticity, as the significance values (0.991, 0.778, 0.207, 0.529) are all greater than 0.05.

Table 8. Regression Results I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.804	1.029		3.697	.000
	Promos, discounts, and service fees	-.128	.054	-.139	-2.399	.018
	Belief Customer Satisfaction	.486	.090	.490	5.430	.000
	Design Web M-Tix	.360	.089	.367	4.062	.000

a. Dependent Variabel: Customer Satisfaction

Based on the data analysis results in Table 8, it was found that the variables of promotions, discounts, and service fees (X1), customer trust (X2), and the design of the M-Tix interface (X3) have a significant influence on customer satisfaction (Y1). Specifically, promotions, discounts, and service fees have a negative influence of 0.139, customer trust has an influence of 0.490, and the M-Tix design has an influence of 0.367. The model indicates that R^2 is 0.673, meaning that 67.3% of customer satisfaction is influenced by these three variables, while the remaining percentage is influenced by variables outside the model.

Table 9. Regression Results II

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.537	1.033		2.456	.016
	Promos, discounts, and service fees	.016	.052	.019	.314	.754
	Belief	.051	.096	.056	.528	.598
	Customer Satisfaction	.311	.090	.347	3.453	.001
	Design Web M-Tix	.429	.095	.471	4.500	.000

a. Dependent Variabel: Intention in M-Tickets

Based on Table 9, it was found that promotions, discounts, and service fees (X1) and customer trust (X2) do not have a significant influence on the intention in using M-Tix. However, the design of the M-Tix interface and customer satisfaction have a significant influence on the intention in using M-Tix. The magnitude of the indirect influence of the M-Tix interface design on the intention in using M-Tix through the customer satisfaction variable is calculated by multiplying the beta value of X1 on Y (0.367) by the beta value of Y1 on Y2 (0.471), resulting in 0.173. Therefore, the total influence of the M-Tix interface design (X3) on the intention in using M-Tix is 0.540. In this intervening model or the second model, the R2 value is 0.656, which means that 65.6% of the intention in using M-Tix is indirectly influenced by the variables in the model through the customer satisfaction variable, while the remaining percentage is influenced by variables outside the model.

4. Discussion

Promos, Discounts, Service Fees Have a Negative Effect on M-Tix User Satisfaction

The negative impact of promotional offers, discounts, and service fees on customer satisfaction is evident when these variables are increased, resulting in a decrease in customer satisfaction by a certain margin. Promotion and discount are a strategic combination in increasing purchase intention (Arianty et al., 2024; Zhang et al., 2024). According to survey results, M-Tix seldom provides attractive promotions or discounts to its customers, negatively affecting their satisfaction. Furthermore, the service fees charged by M-Tix are considered high by customers, further reducing their satisfaction with the service. Therefore, it is necessary to review and adjust the frequency, targeting, and types of promotions (Pratt et al., 2023) and discounts, such as those for movie ticket purchases, to align with customer expectations. Additionally, service fees should be re-evaluated and tailored to the target market to enhance customer satisfaction with the M-Tix application.

User Trust Has a Positive Effect on the Use of M-Tix

An increase of 1% in customer trust leads to a 49% rise in customer satisfaction, a significant figure influencing customer satisfaction. Customer trust plays a critical role in enhancing purchase intention (Ahmed et al., 2024; Hajian et al., 2024), and also increase customer satisfaction with applications such as M-Tix. Trust motivates customers to engage in activities and affects their satisfaction with online ticket booking. When customers have high trust in the platform, it brings substantial benefits (Shahzad et al., 2024). High trust fosters perceptions of transparency and integrity from the service provider (Khamitov et al., 2024). Customers feel confident that the information provided, such as ticket prices, showtimes, and promotions, is reliable. High trust in data security makes customers feel comfortable and safe using the application. Trust creates an environment where customers feel their needs and preferences are respected, enhancing the overall user experience. High trust in the service provider often correlates with customer satisfaction with customer service. Customers who trust that their complaints or inquiries will be addressed satisfactorily are more likely to be satisfied. Therefore, M-Tix and similar applications should focus on building and maintaining customer trust through transparency, security, responsive customer service, and an overall good user experience. In conclusion, trust is a key element in sustaining and enhancing customer satisfaction.

M-Tix Design Has a Positive Effect on Customer Satisfaction and Intention in Using M-Tix

An increase of 1% in customer trust leads to a 49% rise in customer satisfaction, a significant figure influencing customer satisfaction. Customer trust plays a critical role in enhancing satisfaction with applications such as M-Tix. According to Gefen et al. (2003), trust motivates customers to engage in activities and affects their satisfaction with online ticket booking. When customers have high trust in the platform, it brings substantial benefits. High trust fosters perceptions of transparency and integrity from the service provider. Customers feel confident that the information provided, such as ticket prices, showtimes, and promotions, is reliable. High trust in data security

makes customers feel comfortable and safe using the application. Trust creates an environment where customers feel their needs and preferences are respected, enhancing the overall user experience. High trust in the service provider often correlates with customer satisfaction with customer service. Customers who trust that their complaints or inquiries will be addressed satisfactorily are more likely to be satisfied. Therefore, M-Tix and similar applications should focus on building and maintaining customer trust through transparency, security, responsive customer service, and an overall good user experience. In conclusion, trust is a key element in sustaining and enhancing customer satisfaction.

Customer Satisfaction Has a Positive Effect on Intention in Using M-Tix

High customer satisfaction directly contributes to increased interest in using M-Tix. Satisfied customers are more likely to give positive recommendations to friends, family, or colleagues. These positive recommendations can expand M-Tix's user base and enhance interest among potential customers. Customers who are pleased with their experience are more likely to use the application again for future movie ticket purchases. Repeat usage creates stability and fosters long-term interest. Customer satisfaction builds loyalty. Customers who are satisfied with M-Tix's services are more likely to continue using the platform rather than seeking alternatives. This customer loyalty fosters sustained interest. Additionally, customer satisfaction can drive support and participation in the application's development. Satisfied users may be more receptive to updates or new features, thereby increasing their ongoing interest in using M-Tix. Through a ripple effect, customer satisfaction can generate interest among new users who have not yet tried M-Tix. New users may be drawn to the application based on the positive experiences shared by satisfied customers.

5. Conclusion

The results of this study conclude that customer satisfaction with M-Tix is influenced by promotions, service fees, customer trust, and the design of the M-Tix interface. Promotions and service fees have a significantly negative impact on customer satisfaction, whereas customer trust and the design of the M-Tix interface have a significantly positive impact on customer satisfaction. In examining the indirect effects of these variables on usage interest through customer satisfaction, it was found that only the design of M-Tix has a significantly positive influence on the interest in using M-Tix, while the other variables do not have a significant impact. This study has limitations in sample selection, as the sample was randomly chosen and lacks diversity, being confined to the author's immediate environment, which may not adequately represent the broader context. Therefore, future research could benefit from a more varied sample that accurately targets the research object, thereby ensuring more reliable conclusions. Additionally, increasing the sample size and providing more detailed questionnaire questions could better capture the research indicators. The findings indicate that M-Tix must carefully evaluate and optimize their promotional offers, discounts, and service fees to align with customer expectations, while concurrently fostering trust and enhancing user interface design to significantly boost customer satisfaction and usage intention.

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