

PENGARUH *E-SERVICE QUALITY*, *PRODUCT QUALITY*, DAN *PERCEIVED ENJOYMENT* TERHADAP *REPURCHASE INTENTION* PENGGUNA APLIKASI CGV CINEMAS

ABSTRAK

Abstract : *This study aims to determine the influence of E-Service Quality, Product Quality, and Perceived Enjoyment on Repurchase Intention among users of the CGV Cinemas application. CGV is one of the digital platforms for movie ticket reservations that affects customer experience and encourages repeat purchases. This research uses a quantitative approach with purposive sampling. Data were collected using an online questionnaire distributed to 240 respondents who had purchased tickets via the CGV application in the last three months. The research instrument was tested for validity and reliability before analysis. The data analysis technique used is multiple linear regression. The results show that E-Service Quality has an influence on Repurchase Intention. Product Quality has an influence on Repurchase Intention. Perceived Enjoyment has an influence on Repurchase Intention. These findings indicate that improving digital service quality, product quality, and user enjoyment when using the application can encourage repurchase intention. CGV is advised to improve the lowest-rated aspects to increase user loyalty.*

Keywords: *E-Service Quality, Product Quality, Perceived Enjoyment, Repurchase Intention*

Abstrak : *Penelitian ini bertujuan untuk mengetahui pengaruh E-Service Quality, Product Quality, dan Perceived Enjoyment terhadap Repurchase Intention pengguna aplikasi CGV Cinemas. Aplikasi CGV merupakan salah satu platform digital untuk pemesanan tiket bioskop yang memengaruhi pengalaman pelanggan dalam melakukan pembelian ulang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Data dikumpulkan melalui kuesioner online kepada 240 responden yang pernah melakukan pembelian tiket melalui aplikasi CGV dalam tiga bulan terakhir. Instrumen diuji validitas dan reliabilitasnya sebelum dilakukan analisis. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa E-Service Quality berpengaruh terhadap Repurchase Intention. Product Quality berpengaruh terhadap Repurchase Intention. Perceived Enjoyment berpengaruh terhadap Repurchase Intention. Temuan ini menunjukkan bahwa peningkatan kualitas layanan digital, mutu produk, dan kesenangan pengguna dalam menggunakan aplikasi dapat mendorong niat pembelian ulang. CGV disarankan untuk memperbaiki aspek dengan skor terendah demi meningkatkan loyalitas pengguna.*

Kata Kunci: *kualitas layanan elektronik, kualitas produk, kesenangan yang dirasakan, niat beli ulang*