

THE INFLUENCE OF USER EXPERIENCE AND USER INTERFACE ON CUSTOMER LOYALTY THROUGH CINEMA CUSTOMER SATISFACTION THAT USED TIX ID APPLICATION IN MEDAN CITY

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Abstract

Online applications are now growing, for example in online ticket sales transactions (e-ticketing). Entrepreneurs start developing online ticket sales business ideas (e-ticketing) not only in the sale of lodging tickets, aircraft, trains, or other transportation, but also to expand to the world of film, namely online cinema ticket sales like TIX ID. This study aims to find out and analyze the effect of User Experience and User Interface on customer loyalty through cinema customer satisfaction that uses the TIX ID application. This research is associative research and the type of data used is quantitative data. The population in this study are cinema customers who use the TIX ID application in Medan, which is unknown. The number of samples in this study was 135 respondents. Sampling techniques using purposive sampling with criteria have a TIX ID application and have used the TIX ID service for at least 2 times and are in the city of Medan. The data analysis used is structural equation modeling. The results of this study indicate that the User Experience and User Interface, directly have a positive and significant effect on the satisfaction and loyalty of cinema customers who use TIX ID. Indirectly, User Experience and User Interface have a positive and significant effect on loyalty through the satisfaction of cinema customers who use TIX ID.

Keywords: *User Interface, Customer Satisfaction, Customer Loyalty*

1. INTRODUCTION

Online applications are now growing, for example in online ticket sales transactions (e-ticketing). Entrepreneurs start developing online ticket sales business ideas (e-ticketing) not only in the sale of lodging, aircraft, trains, or other transportation tickets, but also to expand to the world of cinema tickets online (Wahyuni, 2021). The cultural shift in the purchase of tickets in theaters and in line with the economic development of business competition in the industrial field is now getting tougher. Therefore, entrepreneurs are now starting to compete to continue to innovate through online applications to order cinema tickets so as not to cause queues.

In Indonesia alone there are already several online applications that provide cinema ticket transaction services, namely CGV Cinemas Indonesia, Cinepolis Cinemas Indonesia, Cinema 21 (MTIX), Bookmyshow, and TIX ID. With the presence of the TIX ID application, the public will be easier and more practical in ordering cinema tickets online using a smartphone anytime and anywhere without having to come directly and queue up in theaters. The TIX ID application is an application that provides online cinema ticket booking services released on March 21, 2018, by PT. Nusantara Elang Sejahtera.

To use the TIX ID, people can easily download the TIX ID application on the Google Play Store for Android users or through the App Store for iOS users. If it has been downloaded, the thing that needs to be done then is to create a TIX ID account. Furthermore, the user just selects the movie title watched, choose the location of the user's city and choose the cinema, then choose chairs and broadcast hours, and after that can continue to the payment stage. In the payment process, TIX ID as one of the online cinema ticket sales service providers that has a network of cooperation with the largest cinemas in Indonesia must be an application that is easy

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to use and can provide information needed by its users. User experiences such as comfort and convenience in the use of the TIX ID application can be used as a benchmark for receiving the TIX ID application. If the user feels discomfort and reluctance and feels the TIX ID application is difficult to use, it can be said that the TIX ID application has the potential for failure (Indriyanti, 2021).

Considering that the number of cinema ticket booking applications has an impact on the increasingly intense competition that requires TIX ID to pay attention to some of the strategies that must be carried out by the company to pressure other competitors. The key to surviving and developing in a competitive environment like this is to have loyal customers (Suhartanto et al., 2019). Understanding of customer loyalty in Indonesia is very important for companies, because this country provides an relevant picture of developing digital markets (Japutra et al., 2020). According to (Cavallone, 2017), loyalty occurs with the specific cognitive activity of consumers who originate from beliefs that accumulate during the period of relations with the company.

To increase consumer interest during competition, one of which is to increase consumer loyalty. To support the creation of the loyal nature of consumers to the TIX ID application, it takes a satisfaction for the services provided. There are several studies that support and state that customer satisfaction has a positive and significant influence on consumer loyalty, among others, the results of research from Azhar et al (2019), Dennisa (2016), Khakim et al (2014), Sembiring et al (2014). To cause customer loyalty, a customer satisfaction is needed in advance for a particular product or service. Consumer satisfaction is the target of every company.

Consumer satisfaction is an evaluation of retirebeli between perceptions of alternative product or service performance chosen to meet or exceed expectations (Zeldman, 2017). Customer satisfaction will affect customer actions further to be loyal or not loyal to the company. Lack of customer loyalty, one of which is suspected because of the cinema customers who use the TIX ID application that feels still not satisfied with what they have got. Some of the reasons are because applications that like errors, ticket money that is refunded suddenly unilaterally, transactions that are not smooth, and so on. This makes the cinema customers who use the TIX ID application in Medan now feel not satisfied.

Site quality shows the quality that is felt in general that forms the impression that underlies the user and affects the level of loyalty and user satisfaction with a site. It is difficult to reflect on the achievement of site quality given various components (Nasimi et al., 2018). Interaction of Human-Computer Interaction Interaction, Usability, and User Experience often ignores the "dark side" of User Experience (visual, aesthetic, and emotional aspects) to improve and consolidate strong methods and share among theorists, scholars, and Practitioner (Bollini, 2017). When creating a user interface, a long-running process can negatively affect user experience (Kotaru, 2019).

Different interfaces will certainly provide different experiences in the use of the application. Judging from the reviews submitted by users from the TIX ID application there is still a bad assessment of the TIX ID interface such as a color combination that is less attractive, inappropriate menus/icons, and the display of the interface is less skilled. This shows that further and in -depth evaluation is still needed regarding the user interface of its customers. The results of research by Nasimi et al., (2018) show that the user interface has a high influence on customer satisfaction and has a very significant impact on loyalty. The user interface variable has a positive and significant effect on customer satisfaction (Sanny et al., 2019). The results of the research are Aman & Smith-Colin (2022) show that the user interface has no significant relationship to satisfaction.

2. LITERATURE REVIEW

2.1 User Interface

Muhyidin, et al. (2020) in its scientific journal explains that the user interface is the study of the graphic design layout on the display of a website or application. User Interface is more focused on the beauty of the appearance of a website or application. A user interface designer is tasked with compiling text, color, lines, buttons, images, and all elements in the website or application (Farah et al., 2020). Abbasi et al. (2012) applied the UIA (User Interface Aesthetics) model, which is derived from the PQ (product quality) and QinU (Quality in Use) perspectives and can be used to evaluate user interfaces in terms of aesthetics.

2.2 Customer Satisfaction

According to Zeithaml et al., (2017), customer satisfaction is a customer evaluation of products or services in terms of whether the product or service has met the needs and expectations of customers. Customer satisfaction is a happy or disappointed state that is formed by the comparison of the influence felt by a product or service with the expected value (Chen et al., 2020). Consumer satisfaction is an evaluation of relationship between the perception of alternative product or service performance chosen to meet or exceed expectations. If the perception of performance cannot meet expectations, then what happens is dissatisfaction (Tjiptono, 2014). Akroush et al., (2012) Developing the conceptualization of customer satisfaction distinguishes three types of satisfaction dimensions as follows Overall Customer Satisfaction (OCS), Functional Customer Satisfaction (FCS), and Technical Customer Satisfaction (TCS).

2.3 Customer Loyalty

Brand loyalty is said to occur when customers make options to buy one brand from a series of alternatives consistently over a certain period (Krishnan, 2020). User loyalty is defined as that users are willing to make a high commitment to the platform, produce repeated purchasing behavior for their products and services, make recommendations by word of mouth, and promote other users to produce the same purchasing behavior (Pei et al., 2019). Loyalty of brand attitudinal is multidimensional construction with affective, cognitive, and conative components (Oliver, 1999). Oliver, (1999) operates brand loyalty through three dimensions, namely cognitive loyalty, affective loyalty, and conative loyalty (behavioral intention).

3. IMPLEMENTATION METHOD

3.1 Data Collection and Sample

This study explains the hypothetical relations between user interface on customer engagement and satisfaction. The study's population consists of Medan City's TIX ID users, the precise number of whom is unknown. The sample comprises 105 TIX ID users in Medan City. Data collection techniques were carried out using questionnaires. The judgemental sampling was the method used for the sample procedure, which criteria of users are users who have already used streaming services for over three times. Data analysis techniques using path analysis with approach Structural Equation Modeling (SEM). According to (Hair et al., 2021) A part of a statistical model that aims to explain the link between many variables is structural equation modeling or SEM. The measurement model (outer model) and the structural model (inner model) comprise the PLS path model.

3.2 Measurement

The total number of items in all variables was measured from 21 items. Each item statement is distributed using a scale of 1 to 5, from "strongly agree" to "strongly disagree". Independent variable: User interface refers to any method, means, or manner by which end users

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interact with application content and functions (Aman and Smith-Colin, 2022). User Interface is measured using four dimensions by Abbasi et al. (2012), who apply the UIA (User Interface Aesthetics) model derived from the perspective of product quality (Visual Appeal and Representation) and Quality in Use (Aesthetic Appeal and realism).

Mediating Variable: Customer satisfaction is the emotion that results from a person assessing how well or poorly they feel a product, service, or outcome performs compared to their expectations (Kotler et al., (2022). (M. Chung et al., 2020) measure overall satisfaction using the construction details satisfied with service, content with service, service did a good job, did what customers expected, happy with service, and satisfied with experience

Dependent Variable: User loyalty is defined as that users are willing to make a high commitment to the platform, produce repeated purchasing behavior for their products and services, make recommendations by word of mouth, and promote other users to produce the same purchasing behavior (Pei et al., 2019). Oliver (1999) operates brand loyalty through three dimensions, namely cognitive loyalty, affective loyalty, and conative loyalty (behavioral intention).

4. RESULT AND DISCUSSION

4.1 Descriptive Statistics

Tabel 1. Descriptive Statistics

Description	Category	Frequency	Percentage
Gender	Male	34	32.4
	Female	71	67.6
	Total	105	100.0
Age	17-20	20	19.0
	21-25	54	51.4
	26-30	15	14.3
	31-35	9	8.6
	> 35	7	6.7
	Total	105	100.0
	Occupation	Student	42
Civil Servant		11	10.5
Entrepreneur		23	21.9
Others		29	27.6
Total		105	100.0
Income	Rp. 500.000 - 1.000.000	21	20.0
	Rp. 1.000.001 - 3.000.000	26	24.8
	Rp. 3.000.001 - 5.000.000	31	29.5
	Rp. > 5.000.000	27	25.7
	Total	105	100.0
Frequency of use	3-5 Month	22	21.0

6-12 Month	18	17.1
> 1 Year	65	61.9
Total	105	100.0

Source: Primary Data (2024)

Table 1 above indicates that TIX ID users are primarily female (67,6%) and in the age group 21–25 (51,4%). Additionally, Table 1 above indicates that most TIX ID users are students (40%), with the income mostly Rp. 3.000.001 - 5.000.000 is (29,5%) with the majority having used the services for more than 1 years (61,9%).

4.2 Evaluation of Outer (Measurement) Model

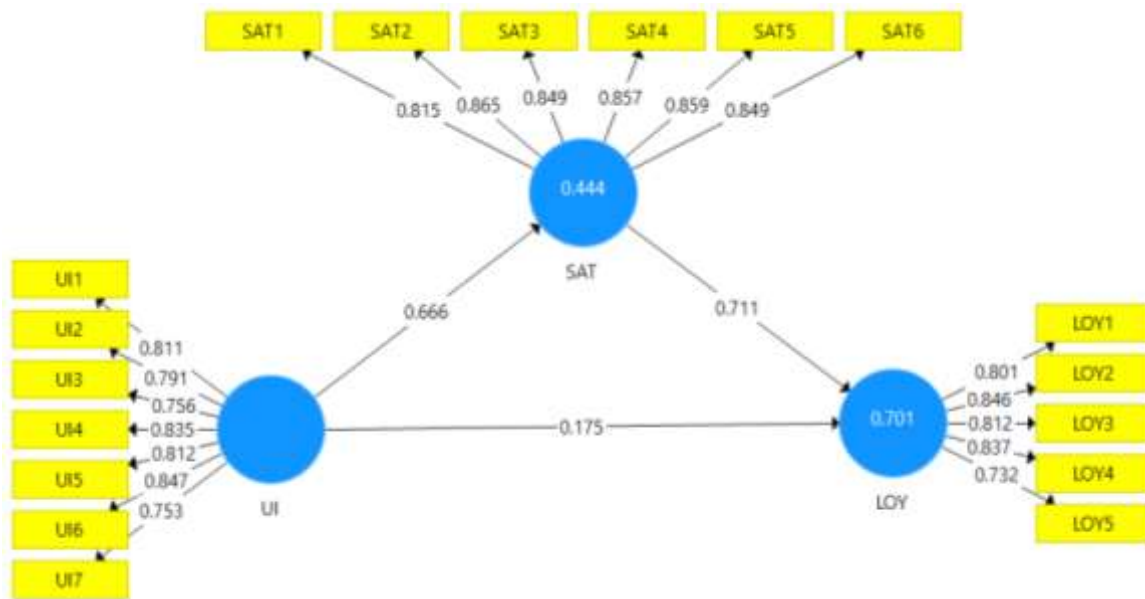


Figure 1. Outer Model

Source: Researcher Processing Results Using SmartPLS (2024)

Tabel 2. Validity and Reliability

Construct	Items	Outer Loading	α	CR	AVE
User Interface	UI1	0.811	0.912	0.926	0.642
	UI2	0.791			
	UI3	0.756			
	UI4	0.835			
	UI5	0.812			
	UI6	0.847			
	UI7	0.753			
Customer Satisfaction	SAT1	0.815	0.923	0.939	0.721
	SAT2	0.865			
	SAT3	0.849			

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	SAT4	0.857			
	SAT5	0.859			
	SAT6	0.849			
Customer Loyalty	LOY1	0.801	0.869	0.903	0.650
	LOY2	0.846			
	LOY3	0.812			
	LOY4	0.837			
	LOY5	0.732			

Source: Researcher Processing Results Using SmartPLS (2024)

Based on Table 2. Each variable indicator (user interface, customer engagement, and customer satisfaction) has an outer loading value and AVE > 0.5 and is considered sufficient to meet the requirements of convergent validity. Based on Table 2, the Composite Reliability and Cronbach's Alpha values of all research constructs are > 0.70 so that they meet the reliability requirements.

Tabel 3. Fornier-Lacker Criterion

Variables	ENG	SAT	UI
LOY	0.807		
SAT	0.827	0.849	
UI	0.648	0.666	0.801

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3. The diagonal value is AVE's square root value, which is higher than the correlation value between constructs. Then, the model can be said to be valid because it has fulfilled discriminant validity.

4.3 Evaluation of Inner (Structural) Model

Tabel 4. R Square

Variables	R Square	R Square Adjusted
LOY	0.701	0.695
SAT	0.444	0.438

Source: Researcher Processing Results Using SmartPLS (2024)

Based on Table 4. the Adjusted R Square value of customer engagement can be explained by variations in user interface constructs and customer satisfaction of 0,695. This means that the contribution of variations in user interface and customer satisfaction to customer loyalty is 69,5%, and the other 30,5% is explained by variations in other constructs not included in the model. Meanwhile, the Adjusted R Square value of customer satisfaction can be explained by variations in the user interface construct of 0,438. This means that the contribution of user interface variations to customer satisfaction is 43,8%, and the other 56.2% is explained by variations in other constructs not included in the model.

Table 5. Direct and Indirect Effects

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
UI -> SAT	0.666	0.671	0.069	9.675	0.000	Accepted
UI -> LOY	0.175	0.175	0.081	2.156	0.032	Accepted
SAT -> LOY	0.711	0.711	0.07	10.167	0.000	Accepted

Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis
UI -> SAT -> LOY	0.473	0.478	0.071	6.657	0.000	Accepted

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3, for the direct effect, the user interface has a positive and significant impact on customer satisfaction with P values (0.000) < 0.05. P Values (0.000) < 0.05 indicate that user interface has a positive and significant impact on customer satisfaction. As a result, hypothesis 1 is approved. the user interface has a positive and significant impact on customer loyalty with P values (0.032) < 0.05. P Values (0.000) < 0.05 indicate that user interface has a positive and significant impact on customer loyalty. As a result, hypothesis 2 is approved. Customer satisfaction positively and significantly affects customer loyalty with P Values (0.000) < 0.05. Thus, hypothesis 3 is accepted. Thus, hypothesis 3 is accepted. Table 3 also shows the indirect effect, namely, user interface, has a significant and positive impact on consumer satisfaction through loyalty with a P value of (0.000) < 0.05. Thus, hypothesis 4 is accepted.

4.4 Discussion

4.1 The Effect of User Interface on Customer Satisfaction

Based on the results of this research, the user interface has a direct effect on customer satisfaction. This means that if the user interface improves, customer satisfaction will also increase significantly, and vice versa. The results of this research are in line with Nasimi et al., (2018) which shows that the user interface has a high influence on customer satisfaction. According to Sanny et al., (2019) the user interface also partially has a positive and significant influence on customer satisfaction. The research results of (Al-Adwan et al., 2020) also show that improving the quality of the user interface positively influences the level of customer satisfaction.

4.2 The Effect of User Interface on Customer Loyalty

The TIX ID application application interface presents existing content beautifully. TIX ID application customers enjoy using its service application. A good user interface will certainly facilitate customers to be able to enjoy content to the maximum. Based on the results of this research, the user interface has a direct effect on customer loyalty. This means that if the user interface improves, customer loyalty will also increase significantly, and vice versa. The results of this research are in line with Nasimi et al., (2018) which shows that the user interface has a very significant impact on loyalty. E-commerce user interface quality has a significant influence on E-commerce customer loyalty (Al-Tit, 2020). User interface (Customization, Character, and Convenience) has a positive effect on E-Loyalty (Tanuwijaya & Suharto, 2019).

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4.3 The Effect of Customer Satisfaction on Customer Loyalty

It is felt that the TIX ID application has done what its customers expect. However, there were several respondents who felt that sometimes when there was a problem or disturbance they were not responded to quickly, they waited first, and some even waited too long so they were no longer interested in buying tickets. Most TIX ID application customers are satisfied with their company's reputation and image. Based on the test results, customer engagement positively and significantly affects customer satisfaction. The findings of the study are consistent with (V. Sharma & Tiwari, 2021), showing that customer engagement positively and significantly affects customer satisfaction. High levels of customer engagement can lead to increased customer satisfaction (Kumar et al., 2018). The attachment built-in customers, such as thinking about the service when enjoying content show on the service, will undoubtedly stimulate customers to learn more about the e-ticketing platform used. Over time, it will certainly trigger a positive feeling so that satisfaction occurs in using TIX ID.

4.4 The Effect of User Interface Indirectly on Customer Loyalty Through Customer Satisfaction

According to the test results, the user interface has an indirect effect on customer loyalty through customer satisfaction. This means that if the user interface improves, customer loyalty will also increase significantly through customer satisfaction, and vice versa. The results of this research are in line with Al-Adwan et al., (2020) who found that User Interface Quality has an indirect effect on loyalty through satisfaction. User interface (Customization, Character, and Convenience) has a positive effect on Satisfaction which leads to E-Loyalty (Tanuwijaya and Suharto, 2019). User interface quality stands out as an indirect antecedent of loyalty with a mediating effect of trust (Aslam et al., 2020).

5. CONCLUSION

Based on the results and discussion, the researcher concludes that the user interface has a positive and significant effect both on customer satisfaction and loyalty. The user interface also has a positive and significant effect on satisfaction through customer loyalty. Customer satisfaction has a positive and significant effect on loyalty. It is recommended that TIX ID change the design theme on certain holidays or holidays to give the application a refresh. It would be better for TIX ID to make a survey or assess the TIX ID application design according to their customers to get feedback for better TIX ID application development. It is recommended that the TIX ID application carry out regular maintenance to ensure that the application can run as it should. TIX ID application companies should maintain good relationships with their customers, namely by giving rewards in the form of discount coupons or free vouchers or collaborating with certain companies such as e-wallet companies to create good marketing campaigns.

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