

BAB V

PENUTUP

5.1. Kesimpulan

Berdasarkan hasil penelitian yang telah diuraikan pada bab 4, maka dapat ditarik kesimpulan sebagai berikut:

1. Karakteristik Responden

Responden dalam penelitian ini adalah dari semua kalangan yang mempunyai pengalaman dalam menyaksikan pertunjukan Ramayana Ballet di Prambanan Yogyakarta.

Total responden sebanyak 126 orang, 64 orang berjenis kelamin pria dan 62 orang berjenis kelamin wanita. Sebagian besar responden berumur antara 31-50 tahun dengan persentase sebesar 38,9%. Selain itu, sebagian besar responden yang memiliki pengalaman dalam menyaksikan pertunjukan Ramayana Ballet ini bekerja sebagai karyawan dengan persentase sebesar 73,8%. Dan mayoritas responden yang memiliki pendapatan per bulannya lebih dari Rp 5.000.000,- dengan persentase sebesar 69%.

2. Pengaruh Kualitas Layanan Pusat terhadap *Perceived Value*

Kualitas layanan pusat berpengaruh signifikan terhadap *perceived value* dan pengaruhnya positif. Semakin baik atau meningkatnya kualitas layanan pusat yang diberikan oleh teater maka *perceived value* juga akan semakin meningkat atau terasa oleh konsumen.

3. Kualitas Layanan *Peripheral* terhadap *Perceived Value*

Kualitas layanan *peripheral* berpengaruh signifikan terhadap *perceived value* dan pengaruhnya positif. Semakin baik atau meningkatnya kualitas layanan *peripheral* yang diberikan oleh teater maka *perceived value* juga akan semakin meningkat atau terasa oleh konsumen.

4. Pengaruh *Perceived Value* terhadap Kepuasan Layanan Umum

Perceived value berpengaruh signifikan terhadap kepuasan layanan umum dan pengaruhnya positif. Semakin meningkatnya *perceived value* maka kepuasan layanan umum yang dirasakan oleh konsumen juga semakin meningkat.

5. Pengaruh *Perceived Value* terhadap Kepuasan Layanan Pusat

Perceived value berpengaruh signifikan terhadap kepuasan layanan pusat dan pengaruhnya positif. Semakin meningkatnya *perceived value* maka kepuasan layanan pusat yang dirasakan oleh konsumen juga semakin meningkat.

6. Pengaruh *Perceived Value* terhadap Kepuasan Layanan *Peripheral*

Perceived value berpengaruh signifikan terhadap kepuasan layanan *peripheral* dan pengaruhnya positif. Semakin meningkatnya *perceived value* maka kepuasan layanan *peripheral* yang dirasakan oleh konsumen juga semakin meningkat.

7. Pengaruh Kualitas Layanan Pusat terhadap Niat untuk Membayar

Kualitas layanan pusat tidak memiliki pengaruh signifikan terhadap niat untuk membayar. Pada pertunjukan Ramayana Ballet ini, jika konsumen bukan merupakan pecinta cerita budaya akan merasa bosan dengan pertunjukan yang dimainkan sehingga mereka tidak memiliki niat untuk membayarnya lagi.

8. Pengaruh Kualitas Layanan *Peripheral* terhadap Niat untuk Membayar

Kualitas layanan *peripheral* berpengaruh signifikan terhadap niat untuk membayar dan pengaruhnya positif. Semakin baik atau meningkatnya kualitas layanan *peripheral* yang diberikan oleh teater maka niat konsumen untuk membayar juga akan semakin meningkat.

9. Pengaruh *Perceived Value* terhadap Niat untuk Membayar

Perceived value berpengaruh signifikan terhadap niat untuk membayar dan pengaruhnya positif. Semakin meningkatnya *perceived value* maka kerelaan niat untuk membayar pada konsumen juga akan semakin meningkat.

10. Pengaruh Kepuasan Layanan Umum terhadap Niat untuk Membayar

Kepuasan layanan umum tidak memiliki pengaruh signifikan terhadap niat untuk membayar. Dengan harga tiket yang cukup mahal, sehingga konsumen tidak memiliki niat untuk membayar walaupun mendapatkan layanan yang cukup baik.

11. Pengaruh Kepuasan Layanan Pusat terhadap Niat untuk Membayar

Kepuasan layanan pusat berpengaruh signifikan terhadap niat untuk membayar dan pengaruhnya positif. Semakin meningkatnya kepuasan layanan pusat yang dirasakan oleh konsumen maka niat untuk membayar pada konsumen juga akan semakin meningkat.

12. Pengaruh Kepuasan Layanan *Peripheral* terhadap Niat untuk Membayar

Kepuasan layanan *peripheral* berpengaruh signifikan terhadap niat untuk membayar dan pengaruhnya positif. Semakin meningkatnya kepuasan layanan *peripheral* yang dirasakan oleh konsumen maka niat untuk membayar pada konsumen juga akan semakin meningkat.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian dan kesimpulan, penulis merumuskan saran antara lain sebagai berikut:

1. Hasil penelitian ini menyatakan bahwa kualitas layanan pusat tidak memiliki pengaruh terhadap niat untuk membayar. Mengacu pada pernyataan Johnston, (1999); Pine and Gilmore, (1999) bahwa atribut

layanan yang diberikan dapat memberikan pengalaman lebih bagi konsumen misal dengan tampilan panggung yang lebih menarik dan aktor bisa lebih interaktif dengan penonton sehingga menghasilkan kepuasan, nilai yang dirasakan (*perceived value*) dan menimbulkan niat untuk membayar pada konsumen yang merasa puas terhadap terhadap layanan yang telah diberikan oleh teater Ramayana Ballet di Prambanan Yogyakarta.

2. Pada penelitian ini juga menyatakan bahwa kepuasan layanan umum tidak memiliki pengaruh terhadap niat untuk membeli. Secara umum, konsumen merasa tidak puas dengan apa yang diberikan oleh teater Ramayana Ballet di Prambanan Yogyakarta, sehingga pihak manajemen perlu memperhatikan hal hal kecil agar konsumen merasa puas dan nyaman berada di teater Ramayana Ballet itu sendiri, misalnya saja pada pengaturan tempat duduk yang disediakan setiap kelas tidak ada penomoran sehingga konsumen seandainya sendiri dalam menentukan lokasi tempat duduk yang mengganggu kenyamanan konsumen lainnya.
3. Selanjutnya, pada hasil penelitian ini juga menyatakan bahwa variabel niat untuk membayar pernyataan ke dua puluh empat tentang niat konsumen untuk menghabiskan anggaran pada pertunjukan ini memiliki rata-rata (*mean*) yang cukup rendah, yang berarti bahwa kerelaan konsumen untuk menghabiskan anggaran mereka pada

hiburan ini rendah. Hal tersebut dikarekan biaya tiket pada pertunjukan ini cukup mahal bagi konsumen. Sedangkan pada variabel dan pernyataan lain tidak terlalu memiliki masalah yang cukup berarti. Sehingga, pihak manajemen Ramayana Ballet Prambanan bisa mempertimbangkan harga tiket pertunjukan yang ditetapkan saat ini.

5.3. Keterbatasan Penelitian

Penelitian ini tak lepas dari keterbatasan yang mungkin bisa diperbaiki di penelitian selanjutnya. Ada beberapa keterbatasan dalam penelitian ini, antara lain dalam pencarian sampel, peneliti melakukan penyebaran kuesioner penelitian secara *online* melalui media *google form*, dikarekan keterbatasan waktu yang dimiliki peneliti untuk setiap saat mendatangi konsumen yang baru saja menyaksikan pertunjukan Ramayana Ballet tersebut dengan jadwal pertunjukan yang tidak setiap hari diadakan, peneliti tidak dapat mengawasi apabila terjadi kesalahan teknis dalam proses pengisian, informasi pengalaman yang diberikan responden kemungkinan kurang *up to date* karena bisa saja mereka memiliki pengalaman menyaksikan pertunjukan ini beberapa tahun yang lalu sedangkan Ramayana Ballet Prambanan itu sendiri dari tahun ke tahun selalu memperbaiki layanan yang diberikan. Selain itu, pada kuesioner tidak ada pertanyaan filter bagi responden.

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LAMPIRAN 1 KUESIONER

KUESIONER

Kepada Yth:

Bapak/Ibu/Saudara/i responden

Di tempat

Dengan hormat,

Bersama dengan ini, peneliti bermaksud melakukan penelitian dalam rangka penyusunan skripsi untuk memenuhi salah satu syarat dalam menempuh ujian sidang (S1) pada jurusan Manajemen, Fakultas Ekonomi Universitas Atma Jaya Yogyakarta.

Berikut saya sampaikan satu set kuesioner dalam rangka memperoleh data-data untuk penyusunan skripsi dengan judul: “Pengaruh Kualitas Layanan, *Perceived Value*, Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan”. Dengan kerendahan hati kiranya Bapak/Ibu/Saudara/i berkenan untuk menjadi responden dengan mengisi kuesioner terlampir. Silahkan Bapak/Ibu/Saudara/i merespon setiap item pertanyaan dengan leluasa dan sesuai dengan kondisi (pendapat, perasaan, pengalaman) Bapak/Ibu/Saudara/i yang sebenarnya.

Terimakasih atas segenap kerjasamanya.

Hormat saya,

Yovita Ornella Puspaningrum

Berilah tanda silang (X) atau *checklist* (√) pada salah satu kotak yang tersedia di bawah ini sesuai dengan keadaan Bapak/Ibu/Saudara/i

BAGIAN PERTAMA: DATA KARAKTERISTIK RESPONDEN

1. Jenis kelamin:

Pria

Wanita

2. Umur:

5-17 tahun

18-30 tahun

31-50 tahun

> 50 tahun

3. Pekerjaan:

Pelajar/Mahasiswa

Wiraswasta

Karyawan

Lainnya

4. Pendapatan per-bulan:

< Rp 1.000.000,-

Rp 1.000.000,- s/d Rp

3.000.000,-

Rp 3.000.001,- sd Rp 5.000.000,-

> Rp 5.000.000,-

Berikut ini adalah pertanyaan mengenai kualitas layanan, *perceived value*, kepuasan layanan dan niat untuk membayar pada pertunjukan Ramayana Ballet Prambanan Yogyakarta. Bapak/Ibu/Saudara/i dipersilahkan untuk memilih salah satu alternatif jawaban dengan memberi tanda silang (X) atau *ceklist* (√) untuk setiap pernyataan yang paling sesuai dengan keadaan anda.

BAGIAN KETIGA:

Keterangan:

STS: Sangat Tidak Setuju

TS: Tidak Setuju

S: Setuju

SS: Sangat Setuju

KUALITAS LAYANAN

Indikator	Items	STS	TS	S	SS
Kualitas Layanan Peripheral	1. Akses, parkir, dan transportasi ke teater tersedia, nyaman dan mudah ditemukan.				
	2. Layanan teater seperti penjualan tiket ketersediaan bar atau kafe dan fasilitas di lokas pertunjukan diatur dengan baik dan disediakan dengan cara yang efisien.				
	3. Perilaku dan tindakan staf di teater ini membuat saya merasa nyaman dan percaya.				
Kualitas Layanan Pusat	4. Saya menikmati aktor, panggung, dan pertunjukan.				
	5. Pertunjukan ini sesuai dengan apa yang saya harapkan.				
	6. Pertunjukan ini sangat menghibur dan professional.				

PERCEIVED VALUE

Indikator	Items	STS	TS	S	SS
<i>Perceived Value</i>	7. Layanan yang saya terima termasuk pembelian tiket, ketersediaan bar atau kafe dan fasilitas di lokasi pertunjukan sepadan dengan apa yang saya bayar untuk itu.				
	8. Layanan yang saya terima termasuk pembelian tiket, ketersediaan bar atau kafe dan fasilitas di lokasi pertunjukan adalah sepadan dengan waktu dan usaha yang saya masukkan.				
	9. Ketika saya melihat pertunjukan ini, waktu dan uang saya diinvestasikan dengan baik dalam jenis hiburan ini.				

KEPUASAN LAYANAN

Indikator	Items	STS	TS	S	SS
Kepuasan Layanan Umum	10. Saya puas dengan keputusan saya untuk menonton pertunjukan di teater ini.				
	11. Saya pikir membayar untuk layanan di teater ini adalah keputusan yang bijaksana.				
	12. Saya senang dengan pengalaman saya di teater ini dan dengan permainannya.				
Kepuasan Layanan Pusat	13. Secara umum saya senang dengan pemilihan pertunjukkan di teater ini.				
	14. Saya suka dengan keragaman pertunjukkan di teater ini.				
	15. Pertunjukan yang dimainkan dalam pertunjukkan ini sangat menarik.				

	16. Waktu yang ditentukan dalam memainkan pertunjukan merupakan alasan saya datang ke sini.				
	17. Saya senang dengan akting yang telah lihat dalam pertunjukan ini.				
	18. Fakta bahwa teater memiliki sekelompok aktor yang membuat saya merasa yakin bahwa pengalaman menonton pertunjukan ini menyenangkan.				
	19. Saya suka ketika saya merasakan tingkat keakraban tertentu dengan para aktor.				
Kepuasan Layanan Peripheral	20. Saya senang dengan instalasi teater.				
	21. Saya merasa nyaman berada di teater ini.				

NIAT UNTUK MEMBAYAR

Indikator	Items	STS	TS	S	SS
Niat untuk Membayar	22. Saya mungkin akan membayar untuk datang dan melihat lagi pertunjukan di teater ini.				
	23. Saya mungkin akan lebih memilih untuk melihat permainan ini di antara semua jenis hiburan lainnya yang sama dengan pertunjukan ini.				
	24. Saya mungkin akan memilih untuk menghabiskan anggaran saya untuk hiburan untuk melihat pertunjukan di teater ini.				
	25. Saya pasti akan membayar untuk melihat permainan di Ramayana Ballet Prambanan.				




LAMPIRAN 2 KUESIONER *ONLINE*

Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

Perkenalkan, saya Yovita Onella Puspawati (21425) mahasiswa Universitas Arma Jaya Yogyakarta. Saya meminta bantuan saudara untuk mengisi kuisioner penelitian saya yaitu "Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet". Kasihannya inditujukan bagi anda yang pernah menyaksikan pertunjukan Ramayana Ballet di Prambanan. Mohon bantuannya. Atas pertegasnya, saya ucapkan terima kasih.

Pertunjukan Ramayana Ballet Prambanan



BERIKUTNYA

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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

*Wajib

Data Karakteristik Responden

Jenis Kelamin *

Pria

Wanita

Umur *

5 - 17 tahun

18 - 30 tahun

31 - 50 tahun

> 50 tahun

Pekerjaan *

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Pengaruh Kualitas Layanan, Perc... x

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Umur *

- 5 - 17 tahun
- 18 - 30 tahun
- 31 - 50 tahun
- > 50 tahun

Pekerjaan *

- Pelajar / Mahasiswa
- Wiraswasta
- Karyawan
- Yang lain:

Pendapatan per-bulan *

- < Rp 1.000.000,-
- Rp 1.000.000,- s/d Rp 3.000.000,-
- Rp 3.000.001 s/d Rp 5.000.000,-
- > Rp 5.000.000,-

KEMBALI BERKUTINYA

Jangan pernah mengimLan saadi melalui Google Formulir.

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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

*Wajib

Kualitas Layanan Peripheral

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Akses, parkir, dan transportasi ke teater tersedia, nyaman dan mudah ditemukan. *

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Layanan teater seperti penjualan tiket ketersediaan bar atau kafe dan fasilitas di lokasi pertunjukan diatur dengan baik dan disediakan dengan cara yang efisien. *

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Pengaruh Kualitas Layanan, Perc... x +

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Perilaku dan tindakan staf di teater ini membuat saya merasa nyaman dan percaya. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Kualitas Layanan Pusat

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Saya menikmati aktor, panggung, dan pertunjukan. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Pertunjukan ini sesuai dengan apa yang saya harapkan. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Pertunjukan ini sangat menghibur dan profesional. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

KEMBALI BERIKUTNYA

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Pengaruh Kualitas Layanan, Perc... x +

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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

*Wajib

Perceived Value

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Layanan yang saya terima termasuk pembelian tiket, ketersediaan bar atau kafe dan fasilitas di lokasi pertunjukan sepadan dengan apa yang saya bayar untuk itu. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Layanan yang saya terima termasuk pembelian tiket, ketersediaan bar atau kafe dan fasilitas di lokasi pertunjukan adalah sepadan dengan waktu dan usaha yang saya masukkan. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

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Ketika saya melihat pertunjukan ini, waktu dan uang saya diinvestasikan dengan baik dalam jenis hiburan ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Kepuasan Layanan Umum

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Saya puas dengan keputusan saya untuk menonton pertunjukan di teater ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya pikir membayar untuk layanan di teater ini adalah keputusan yang bijaksana. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya senang dengan pengalaman saya di teater ini dan dengan permainannya. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

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Pengaruh Kualitas Layanan, Perc... x

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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

Kepuasan dengan Layanan Pusat

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Secara umum saya senang dengan pemilihan pertunjukkan di teater ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya suka dengan keragaman pertunjukkan di teater ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

Pertunjukan yang dimainkan dalam pertunjukan ini sangat menarik. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Waktu yang ditentukan dalam memainkan pertunjukan merupakan alasan saya datang ke sini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya senang dengan akting yang telah lihat dalam pertunjukan ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Fakta bahwa teater memiliki sekelompok aktor yang membuat saya merasa yakin bahwa pengalaman menonton pertunjukan ini menyenangkan. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya suka ketika saya merasakan tingkat keakraban tertentu dengan para aktor. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Activate Windows
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Pengaruh Kualitas Layanan, Perceived Value, dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet Prambanan

*WqB

Kepuasan dengan Layanan Peripherals

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Perceived Value dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Saya senang dengan instalasi teater. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Saya merasa nyaman berada di teater ini. *

1 2 3 4

Sangat Tidak Setuju Sangat Setuju

Activate Windows
Go to Settings to activate Windows.

Pengaruh Kualitas Layanan, Perc... x

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Niat untuk Membayar

Pernyataan berikut berkaitan dengan persepsi anda sebagai konsumen terhadap Kualitas Layanan, Persepsi Nilai dan Kepuasan Layanan terhadap Niat untuk Membayar pada Pertunjukan Ramayana Ballet di Prambanan. Pilihlah salah satu dari pilihan skor 1-4 yang paling sesuai dengan pendapat saudara.

Saya mungkin akan membayar untuk datang dan melihat lagi pertunjukan di teater ini. *

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mungkin akan lebih memilih untuk melihat permainan ini di antara semua jenis hiburan lainnya yang sama dengan pertunjukan ini. *

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mungkin akan memilih untuk menghabiskan anggaran saya untuk hiburan untuk melihat pertunjukan di teater ini. *

	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pasti akan membayar untuk melihat permainan di Ramayana Ballet Prambanan. *

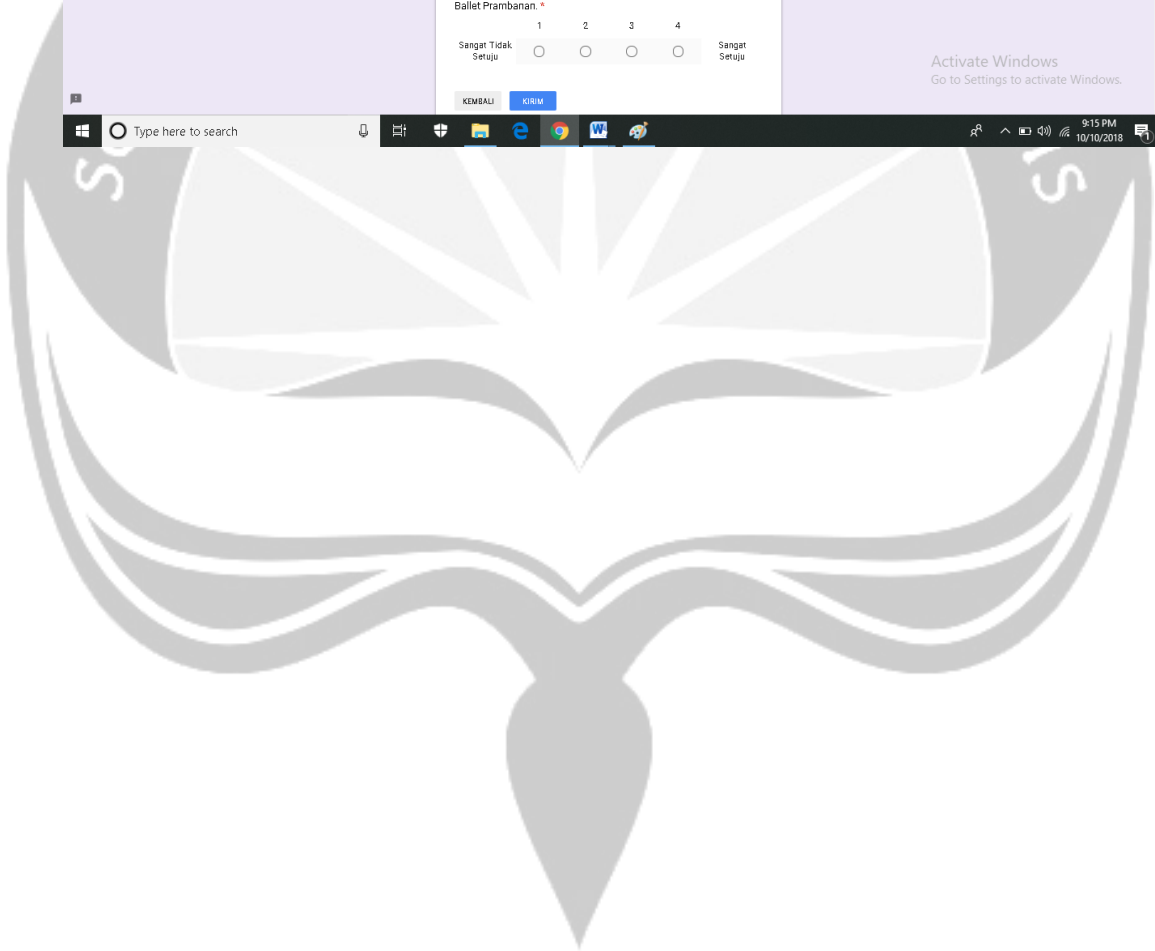
	1	2	3	4	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

KEMBALI KIRIM

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**LAMPIRAN 3 DATA RESPONDEN
(IDENTITAS DAN INSTRUMEN
PENELITIAN RESPONDEN)**

No	Jenis Kelamin	Umur	Pekerjaan	Pendapatan	Kualitas Layanan						Perceived Value			Kepuasan Layanan										Niat untuk Membayar											
47	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.001,-	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
48	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.001,-	4	3	3	4	4	4	4	4	3	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	
49	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.001,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
50	Wanita	> 50 tahun	Karyawan	> Rp 5.000.001,-	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	2	1	3				
51	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.001,-	4	4	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	2	2	3	2	2	2	2	4					
52	Wanita	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	4	4	3	2	4	3	4	3	4	1	3	3	4	3	2	4	3	3	3	4	3	1	2	3						
53	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.001,-	4	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
54	Wanita	> 50 tahun	Karyawan	> Rp 5.000.001,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
55	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
56	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3		
57	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
58	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
59	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
60	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4			
61	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	3	4	3	4	3	3	4	4	3	2	4	3	4	3	3	4	3	3	3	3	3	2	2	3					
62	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	
63	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	2	2	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3				

No	Jenis Kelamin	Umur	Pekerjaan	Pendapatan	Kualitas Layanan						Perceived Value			Kepuasan Layanan										Niat untuk Membayar								
64	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
65	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	
66	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
67	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	4	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
68	Pria	> 50 tahun	Pekerja BUMN	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
69	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	4	4	3	4	4	3	3	3	4	4	4	4	4	4	3	3	3	4	3	4	3	4	3	4		
70	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
71	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	3	4			
72	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	2	3		
73	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	1	4	4	4	3	3	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3		
74	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
75	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	2	2	3	3	3	2	2	2	2	2	3	3	3	2	2	3	2	2	2	3	3	2	3			
76	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	
77	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
78	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3		
79	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
80	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	2	3		

No	Jenis Kelamin	Umur	Pekerjaan	Pendapatan	Kualitas Layanan						Perceived Value			Kepuasan Layanan												Niat untuk Membayar								
81	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	4	4	4	2	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
82	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	
83	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
84	Wanita	> 50 tahun	Karyawan	Rp 3.000.001 s/d Rp 5.000.000,-	3	3	4	4	4	4	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3	2	4	4	4	
85	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
86	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	4	3	4	4	3	4	3	3	3	3	4	4	3	3	3	3	3	3	3	3	
87	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	4	3	3	3	3	3	4	3	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
88	Pria	18 - 30 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
89	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	
90	Wanita	31 - 50 tahun	Karyawan	Rp 1.000.000,- s/d Rp 3.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4		
91	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	3	4	3	3	3	3	3	3	3	4	3	3	3	3	4	3	4	2	3	3	3	2	3	3	2	3		
92	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	2	3	3	3	2	3	2	3	3	3	3	3	3	3	3	3	2	2	2	2		
93	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
94	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	3	3	4	4	4	4	3	3	3	3	4	3	2	3	3	3	3	3	3	3	3	1	4	4	4		
95	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	3	3	3	3	3		
96	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	

No	Jenis Kelamin	Umur	Pekerjaan	Pendapatan	Kualitas Layanan						<i>Perceived Value</i>			Kepuasan Layanan											Niat untuk Membayar				
97	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	3
98	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2	3	3	2	3
99	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
100	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	4	4	4	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	4	3	2	3
101	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	4	3	3	3	4	3	4	4	4	4	3	3	3	4	4	4	3	3	4	2	2	3	
102	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	4	3	4	3	3	3	4	3	4	3	3	4	3	3	3	3	3	3	3	2	2	4
103	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	4	3	3	4	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	2	2	3	
104	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	2	3	3	3	3	3	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4
105	Wanita	31 - 50 tahun	Karyawan	Rp 3.000.001 s/d Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	
106	Pria	> 50 tahun	Pegawai Yayasan	Rp 3.000.001 s/d Rp 5.000.000,-	4	4	3	3	4	4	3	4	4	4	4	4	3	4	4	4	4	3	3	3	4	4	3	3	3
107	Wanita	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
108	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
109	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	4	4	4	3	3	3	3	3	3	4	4	4	3	4	4	4	3	3	3	3	3	
110	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	3	3	4	3	3	3	3	
111	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	3	2	2	3	3	3	2	2	3	3	3	3	2	3	3	3	2	3	3	2	2	3	3	3	
112	Wanita	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	3	3	3	3	4	3	3	3	3	2	3	3	3	3	3	3	2	2	2	3	3	2	2	

No	Jenis Kelamin	Umur	Pekerjaan	Pendapatan	Kualitas Layanan						Perceived Value			Kepuasan Layanan										Niat untuk Membayar							
113	Pria	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	2	3
114	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3	4	4	4	4	
115	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	3	3	3	2	3	3	3	3	2	3	2	2	3	2	3	2	3	3	2	2	2	3	2	2	3	3	
116	Pria	31 - 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
117	Wanita	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
118	Pria	31 - 50 tahun	Karyawan	Rp 1.000.000,- s/d Rp 3.000.000,-	3	3	3	4	4	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
119	Wanita	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	
120	Pria	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	
121	Wanita	> 50 tahun	Karyawan	> Rp 5.000.000,-	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	1	3	
122	Wanita	31 - 50 tahun	Pelajar / Mahasiswa	Rp 1.000.000,- s/d Rp 3.000.000,-	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	
123	Pria	18 - 30 tahun	Pelajar / Mahasiswa	< Rp 1.000.000,-	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	
124	Pria	> 50 tahun	Wiraswasta	Rp 1.000.000,- s/d Rp 3.000.000,-	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	3	4	3	3	
125	Wanita	31 - 50 tahun	Karyawan	Rp 1.000.000,- s/d Rp 3.000.000,-	3	3	3	3	4	4	3	3	3	4	3	4	3	4	4	3	4	3	3	3	3	3	3	2	2	2	
126	Pria	31 - 50 tahun	Karyawan	Rp 1.000.000,- s/d Rp 3.000.000,-	3	3	3	3	4	4	3	3	3	4	3	4	3	4	4	3	4	3	3	3	3	3	3	2	2	2	



**LAMPIRAN 4 UJI VALIDITAS
DAN RELIABILITAS**

KUALITAS LAYANAN PERIPHERAL

Correlations

		KLPe1	KLPe2	KLPe3	Total
KLPe1	Pearson Correlation	1	.567**	.631**	.605**
	Sig. (2-tailed)		.001	.000	.000
	N	30	30	30	30
KLPe2	Pearson Correlation	.567**	1	.519**	.627**
	Sig. (2-tailed)	.001		.003	.000
	N	30	30	30	30
KLPe3	Pearson Correlation	.631**	.519**	1	.757**
	Sig. (2-tailed)	.000	.003		.000
	N	30	30	30	30
Total	Pearson Correlation	.605**	.627**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	3

KUALITAS LAYANAN PUSAT

Correlations

		KLPu1	KLPu2	KLPu3	Total
KLPu1	Pearson Correlation	1	.477**	.431*	.462*
	Sig. (2-tailed)		.008	.017	.010
	N	30	30	30	30
KLPu2	Pearson Correlation	.477**	1	.463*	.622**
	Sig. (2-tailed)	.008		.010	.000
	N	30	30	30	30
KLPu3	Pearson Correlation	.431*	.463*	1	.426*
	Sig. (2-tailed)	.017	.010		.019
	N	30	30	30	30
Total	Pearson Correlation	.462*	.622**	.426*	1
	Sig. (2-tailed)	.010	.000	.019	
	N	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.712	3

PERCEIVED VALUE

Correlations

		PV1	PV2	PV3	Total
PV1	Pearson Correlation	1	.890**	.319	.747**
	Sig. (2-tailed)		.000	.085	.000
	N	30	30	30	30
PV2	Pearson Correlation	.890**	1	.454*	.770**
	Sig. (2-tailed)	.000		.012	.000
	N	30	30	30	30
PV3	Pearson Correlation	.319	.454*	1	.720**
	Sig. (2-tailed)	.085	.012		.000
	N	30	30	30	30
Total	Pearson Correlation	.747**	.770**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.778	3

KEPUASAN LAYANAN UMUM

Correlations

		KeU1	KeU2	KeU3	Total
KeU1	Pearson Correlation	1	.472**	.505**	.807**
	Sig. (2-tailed)		.008	.004	.000
	N	30	30	30	30
KeU2	Pearson Correlation	.472**	1	.485**	.726**
	Sig. (2-tailed)	.008		.007	.000
	N	30	30	30	30
KeU3	Pearson Correlation	.505**	.485**	1	.655**
	Sig. (2-tailed)	.004	.007		.000
	N	30	30	30	30
Total	Pearson Correlation	.807**	.726**	.655**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	3

KEPUASAN LAYANAN PUSAT

Correlations

		KeP1	KeP2	KeP3	KeP4	KeP5	KeP6	KeP7	Total
KeP1	Pearson Correlation	1	.607**	.627**	.492**	.652**	.264	.385*	.656**
	Sig. (2-tailed)		.000	.000	.006	.000	.158	.036	.000
	N	30	30	30	30	30	30	30	30
KeP2	Pearson Correlation	.607**	1	.736**	.222	.555**	.551**	.035	.548**
	Sig. (2-tailed)	.000		.000	.238	.001	.002	.854	.002
	N	30	30	30	30	30	30	30	30
KeP3	Pearson Correlation	.627**	.736**	1	.315	.590**	.380*	.214	.557**
	Sig. (2-tailed)	.000	.000		.090	.001	.039	.257	.001
	N	30	30	30	30	30	30	30	30
KeP4	Pearson Correlation	.492**	.222	.315	1	.579**	.407*	.776**	.789**
	Sig. (2-tailed)	.006	.238	.090		.001	.026	.000	.000
	N	30	30	30	30	30	30	30	30
KeP5	Pearson Correlation	.652**	.555**	.590**	.579**	1	.609**	.378*	.758**
	Sig. (2-tailed)	.000	.001	.001	.001		.000	.039	.000
	N	30	30	30	30	30	30	30	30
KeP6	Pearson Correlation	.264	.551**	.380*	.407*	.609**	1	.335	.746**
	Sig. (2-tailed)	.158	.002	.039	.026	.000		.071	.000
	N	30	30	30	30	30	30	30	30
KeP7	Pearson Correlation	.385*	.035	.214	.776**	.378*	.335	1	.690**
	Sig. (2-tailed)	.036	.854	.257	.000	.039	.071		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.656**	.548**	.557**	.789**	.758**	.746**	.690**	1
	Sig. (2-tailed)	.000	.002	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		KeP1	KeP2	KeP3	KeP4	KeP5	KeP6	KeP7	Total
KeP1	Pearson Correlation	1	.607**	.627**	.492**	.652**	.264	.385 [†]	.656**
	Sig. (2-tailed)		.000	.000	.006	.000	.158	.036	.000
	N	30	30	30	30	30	30	30	30
KeP2	Pearson Correlation	.607**	1	.736**	.222	.555**	.551**	.035	.548**
	Sig. (2-tailed)	.000		.000	.238	.001	.002	.854	.002
	N	30	30	30	30	30	30	30	30
KeP3	Pearson Correlation	.627**	.736**	1	.315	.590**	.380 [†]	.214	.557**
	Sig. (2-tailed)	.000	.000		.090	.001	.039	.257	.001
	N	30	30	30	30	30	30	30	30
KeP4	Pearson Correlation	.492**	.222	.315	1	.579**	.407 [†]	.776**	.789**
	Sig. (2-tailed)	.006	.238	.090		.001	.026	.000	.000
	N	30	30	30	30	30	30	30	30
KeP5	Pearson Correlation	.652**	.555**	.590**	.579**	1	.609**	.378 [†]	.758**
	Sig. (2-tailed)	.000	.001	.001	.001		.000	.039	.000
	N	30	30	30	30	30	30	30	30
KeP6	Pearson Correlation	.264	.551**	.380 [†]	.407 [†]	.609**	1	.335	.746**
	Sig. (2-tailed)	.158	.002	.039	.026	.000		.071	.000
	N	30	30	30	30	30	30	30	30
KeP7	Pearson Correlation	.385 [†]	.035	.214	.776**	.378 [†]	.335	1	.690**
	Sig. (2-tailed)	.036	.854	.257	.000	.039	.071		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.656**	.548**	.557**	.789**	.758**	.746**	.690**	1
	Sig. (2-tailed)	.000	.002	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

Reliability Statistics

Correlations

		KeP1	KeP2	KeP3	KeP4	KeP5	KeP6	KeP7	Total
KeP1	Pearson Correlation	1	.607**	.627**	.492**	.652**	.264	.385 [†]	.656**
	Sig. (2-tailed)		.000	.000	.006	.000	.158	.036	.000
	N	30	30	30	30	30	30	30	30
KeP2	Pearson Correlation	.607**	1	.736**	.222	.555**	.551**	.035	.548**
	Sig. (2-tailed)	.000		.000	.238	.001	.002	.854	.002
	N	30	30	30	30	30	30	30	30
KeP3	Pearson Correlation	.627**	.736**	1	.315	.590**	.380 [†]	.214	.557**
	Sig. (2-tailed)	.000	.000		.090	.001	.039	.257	.001
	N	30	30	30	30	30	30	30	30
KeP4	Pearson Correlation	.492**	.222	.315	1	.579**	.407 [†]	.776**	.789**
	Sig. (2-tailed)	.006	.238	.090		.001	.026	.000	.000
	N	30	30	30	30	30	30	30	30
KeP5	Pearson Correlation	.652**	.555**	.590**	.579**	1	.609**	.378 [†]	.758**
	Sig. (2-tailed)	.000	.001	.001	.001		.000	.039	.000
	N	30	30	30	30	30	30	30	30
KeP6	Pearson Correlation	.264	.551**	.380 [†]	.407 [†]	.609**	1	.335	.746**
	Sig. (2-tailed)	.158	.002	.039	.026	.000		.071	.000
	N	30	30	30	30	30	30	30	30
KeP7	Pearson Correlation	.385 [†]	.035	.214	.776**	.378 [†]	.335	1	.690**
	Sig. (2-tailed)	.036	.854	.257	.000	.039	.071		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.656**	.548**	.557**	.789**	.758**	.746**	.690**	1
	Sig. (2-tailed)	.000	.002	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

Cronbach's Alpha	N of Items
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Correlations

		KeP1	KeP2	KeP3	KeP4	KeP5	KeP6	KeP7	Total
KeP1	Pearson Correlation	1	.607**	.627**	.492**	.652**	.264	.385 [†]	.656**
	Sig. (2-tailed)		.000	.000	.006	.000	.158	.036	.000
	N	30	30	30	30	30	30	30	30
KeP2	Pearson Correlation	.607**	1	.736**	.222	.555**	.551**	.035	.548**
	Sig. (2-tailed)	.000		.000	.238	.001	.002	.854	.002
	N	30	30	30	30	30	30	30	30
KeP3	Pearson Correlation	.627**	.736**	1	.315	.590**	.380 [†]	.214	.557**
	Sig. (2-tailed)	.000	.000		.090	.001	.039	.257	.001
	N	30	30	30	30	30	30	30	30
KeP4	Pearson Correlation	.492**	.222	.315	1	.579**	.407 [†]	.776**	.789**
	Sig. (2-tailed)	.006	.238	.090		.001	.026	.000	.000
	N	30	30	30	30	30	30	30	30
KeP5	Pearson Correlation	.652**	.555**	.590**	.579**	1	.609**	.378 [†]	.758**
	Sig. (2-tailed)	.000	.001	.001	.001		.000	.039	.000
	N	30	30	30	30	30	30	30	30
KeP6	Pearson Correlation	.264	.551**	.380 [†]	.407 [†]	.609**	1	.335	.746**
	Sig. (2-tailed)	.158	.002	.039	.026	.000		.071	.000
	N	30	30	30	30	30	30	30	30
KeP7	Pearson Correlation	.385 [†]	.035	.214	.776**	.378 [†]	.335	1	.690**
	Sig. (2-tailed)	.036	.854	.257	.000	.039	.071		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.656**	.548**	.557**	.789**	.758**	.746**	.690**	1
	Sig. (2-tailed)	.000	.002	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

.853	7
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KEPUASAN LAYANAN PERIPHERAL

Correlations

		KePe1	KePe2	Total
KePe1	Pearson Correlation	1	.717**	.826**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
KePe2	Pearson Correlation	.717**	1	.699**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
Total	Pearson Correlation	.826**	.699**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.831	2

NIAT UNTUK MEMBAYAR

Correlations

		NM1	NM2	NM3	NM4	Total
NM1	Pearson Correlation	1	.451*	.241	.320	.803**
	Sig. (2-tailed)		.012	.199	.085	.000
	N	30	30	30	30	30
NM2	Pearson Correlation	.451*	1	.560**	.601**	.611**
	Sig. (2-tailed)	.012		.001	.000	.000
	N	30	30	30	30	30
NM3	Pearson Correlation	.241	.560**	1	.215	.409*
	Sig. (2-tailed)	.199	.001		.253	.025
	N	30	30	30	30	30
NM4	Pearson Correlation	.320	.601**	.215	1	.474**
	Sig. (2-tailed)	.085	.000	.253		.008
	N	30	30	30	30	30
Total	Pearson Correlation	.803**	.611**	.409*	.474**	1
	Sig. (2-tailed)	.000	.000	.025	.008	
	N	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Reliability Statistics

Cronbach's Alpha	N of Items
.713	4



**LAMPIRAN 5 UJI LINIER
REGRESI BERGANDA DAN
SEDERHANA**

Kualitas Layanan Pusat dan Kualitas Layanan *Peripheral* terhadap *Perceived Value*

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan Pusat, Kualitas Layanan <i>Peripheral</i> ^a		Enter

a. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.539	.34040

a. Predictors: (Constant), Kualitas Layanan Pusat, Kualitas Layanan *Peripheral*

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.172	2	8.586	74.099	.000 ^a
	Residual	14.253	123	.116		
	Total	31.425	125			

a. Predictors: (Constant), Kualitas Layanan Pusat, Kualitas Layanan *Peripheral*

b. Dependent Variable: *Perceived Value*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.180	.257		.698	.487
	Kualitas Layanan Peripheral	.582	.082	.521	7.058	.000
	Kualitas Layanan Pusat	.331	.080	.306	4.143	.000

a. Dependent Variable: Perceived Value

***Perceived Value* terhadap Kepuasan Layanan Umum**

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Layanan Umum

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.656	.29489

a. Predictors: (Constant), Perceived Value

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.777	1	20.777	238.915	.000 ^a
	Residual	10.783	124	.087		
	Total	31.560	125			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Kepuasan Layanan Umum

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.725	.173		4.201	.000
	Perceived Value	.813	.053	.811	15.457	.000

a. Dependent Variable: Kepuasan Layanan Umum

***Perceived Value* terhadap Kepuasan Layanan Pusat**

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Layanan Pusat

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.647	.645	.27003

a. Predictors: (Constant), Perceived Value

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.598	1	16.598	227.630	.000 ^a
	Residual	9.042	124	.073		
	Total	25.639	125			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Kepuasan Layanan Pusat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.977	.158		6.183	.000
	Perceived Value	.727	.048	.805	15.087	.000

a. Dependent Variable: Kepuasan Layanan Pusat

Perceived Value terhadap Kepuasan Layanan Peripheral

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Layanan Peripheral

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.543	.38415

a. Predictors: (Constant), Perceived Value

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.044	1	22.044	149.382	.000 ^a
	Residual	18.299	124	.148		
	Total	40.343	125			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Kepuasan Layanan Peripheral

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.518	.225		2.302	.023
	Perceived Value	.838	.069	.739	12.222	.000

a. Dependent Variable: Kepuasan Layanan Peripheral

Kualitas Layanan Pusat dan Kualitas Layanan *Peripheral* terhadap Niat untuk Membayar

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan Pusat, Kualitas Layanan Peripheral ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.276	.265	.43289

a. Predictors: (Constant), Kualitas Layanan Pusat, Kualitas Layanan Peripheral

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.804	2	4.402	23.490	.000 ^a
	Residual	23.050	123	.187		
	Total	31.854	125			

a. Predictors: (Constant), Kualitas Layanan Pusat, Kualitas Layanan Peripheral

b. Dependent Variable: Niat Untuk Membayar

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.927	.327		2.833	.005
	Kualitas Layanan Peripheral	.464	.105	.412	4.422	.000
	Kualitas Layanan Pusat	.182	.102	.167	1.792	.076

a. Dependent Variable: Niat Untuk Membayar

***Perceived Value* terhadap Niat untuk Membayar**

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Value ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Niat Untuk Membayar

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640 ^a	.410	.405	.38935

a. Predictors: (Constant), Perceived Value

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.056	1	13.056	86.122	.000 ^a
	Residual	18.798	124	.152		
	Total	31.854	125			

a. Predictors: (Constant), Perceived Value

b. Dependent Variable: Niat Untuk Membayar

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.991	.228		4.347	.000
	Perceived Value	.645	.069	.640	9.280	.000

a. Dependent Variable: Niat Untuk Membayar

Kepuasan Layanan Umum, Kepuasan Layanan Pusat, dan Kepuasan Layanan Peripheral terhadap Niat untuk Membayar

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Layanan Peripheral, Kepuasan Layanan Umum, Kepuasan Layanan Pusat ^a		Enter

a. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.457	.444	.37650

a. Predictors: (Constant), Kepuasan Layanan Peripheral, Kepuasan Layanan Umum, Kepuasan Layanan Pusat

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.560	3	4.853	34.238	.000 ^a
	Residual	17.294	122	.142		
	Total	31.854	125			

a. Predictors: (Constant), Kepuasan Layanan Peripheral, Kepuasan Layanan Umum, Kepuasan Layanan Pusat

b. Dependent Variable: Niat Untuk Membayar

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.654	.251		2.602	.010
	Kepuasan Layanan Umum	.192	.139	.191	1.377	.171
	Kepuasan Layanan Pusat	.315	.157	.282	2.010	.047
	Kepuasan Layanan Peripheral	.227	.095	.255	2.382	.019

a. Dependent Variable: Niat Untuk Membayar



LAMPIRAN 6 UJI DESKRIPTIF *MEAN*
ATAS KINERJA TEATER
RAMAYANA BALLET

Kualitas Layanan *Peripheral*

Descriptive Statistics

	N	Mean	Std. Deviation
KLPE1	126	3.3571	.57221
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KLPE2	126	3.2619	.56821
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KLPE3	126	3.1746	.55251
Valid N (listwise)	126		

Kualitas Layanan *Pusat*

Descriptive Statistics

	N	Mean	Std. Deviation
KLPU1	126	3.5317	.54679
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KLPU2	126	3.4603	.54627
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KLPU3	126	3.5476	.53077
Valid N (listwise)	126		

Perceived Value**Descriptive Statistics**

	N	Mean	Std. Deviation
PV1	126	3.2619	.56821
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
PV2	126	3.2381	.55755
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
PV3	126	3.2302	.56798
Valid N (listwise)	126		

Kepuasan Layanan Umum

Descriptive Statistics

	N	Mean	Std. Deviation
KU1	126	3.4048	.55395
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KU2	126	3.2540	.63165
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KU3	126	3.4286	.57171
Valid N (listwise)	126		

Kepuasan Layanan Pusat

Descriptive Statistics

	N	Mean	Std. Deviation
KPU1	126	3.4127	.51021
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU2	126	3.3889	.56529
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU3	126	3.4603	.51615
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU4	126	3.2063	.59756
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU5	126	3.3730	.56191
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU6	126	3.3095	.51325
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPU7	126	3.1905	.56163
Valid N (listwise)	126		

Kepuasan Layanan *Peripheral*

Descriptive Statistics

	N	Mean	Std. Deviation
KPE1	126	3.1984	.61993
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
KPE2	126	3.2698	.57149
Valid N (listwise)	126		

Niat untuk Membayar

Descriptive Statistics

	N	Mean	Std. Deviation
NM1	126	3.2460	.53196
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
NM2	126	3.0476	.63065
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
NM3	126	2.8254	.78056
Valid N (listwise)	126		

Descriptive Statistics

	N	Mean	Std. Deviation
NM4	126	3.2063	.59756
Valid N (listwise)	126		



LAMPIRAN 7 JURNAL ACUAN



Academia Revista Latinoamericana de Administración

Service quality, perceived value, satisfaction and intention to pay: The case of theatrical services

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Service quality, perceived value, satisfaction and intention to pay

The case of theatrical services

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Calidad del servicio, valor percibido, satisfacción e intención de pago en los servicios teatrales

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Abstract

Objective – The purpose of this paper is to examine the relations between the concepts of service quality, perceived value, satisfaction and intention to pay in the context of theatrical services in the city of Medellín, Colombia.

Design/methodology – Quantitative research was carried out on a sample of 274 individuals who had attended the theatre at least once in the previous year. The information was gathered in October 2014 using an online survey. Confirmatory factor analysis was used to test the validity and reliability of the measurement scales, and a structural equations model was developed to test the hypotheses.

Findings – Satisfaction with overall service and with the central service (i.e. with the performance itself) was the major predictors of consumer intention to pay.

Limitations/implications of the research – Future research could replicate the analysis presented here for other cultural services and different geographical contexts.

Practical implications – Theatres should focus their efforts on offering a basic service (a theatrical presentation) that meets the cultural and artistic expectations of the public, but should also bear in mind that audiences expect to be treated well when they go out and want to feel comfortable.

Originality/value – This paper contributes to understand the factors that influence theatre clients' intention to pay by taking into account the factors that affect satisfaction and perceived value of the theatregoing experience. It also contributes to academic reflections on the cultural consumption in the field of the theatrical arts in the Latin American region, where this is a new field of research.

Keywords Service quality, Perceived value, Satisfaction, Intention to pay, Theatrical services

Paper type Research paper

Resumen

Objetivo – El propósito de este artículo es analizar las relaciones entre los conceptos de calidad del servicio, valor percibido, satisfacción del cliente e intención de pago, en el contexto de los servicios teatrales de la ciudad de Medellín, Colombia.



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Diseño/Metodología – Se hizo una investigación cuantitativa en la que se contó con una muestra de 274 personas que hubieran asistido al menos una vez a teatro en el último año. La información fue recopilada a través de un cuestionario en línea en octubre del 2014. Para el análisis de validez y fiabilidad de las escalas de medida se desarrolló un análisis factorial confirmatorio y para la contrastación de las hipótesis se probó un modelo de ecuaciones estructurales.

Hallazgos – Tanto la satisfacción con el servicio general como la satisfacción con el servicio central (relacionado con la obra), son los principales predictores de la intención de pago de los consumidores.

Limitaciones/Implicaciones de la investigación – Estudios futuros pueden replicar el análisis de las relaciones planteadas en otros servicios culturales y para diferentes ámbitos geográficos.

Implicaciones prácticas – Los esfuerzos de las salas de teatro deben concentrarse en ofrecer un servicio básico (obra de teatro) que cumpla con el objetivo cultural y artístico que esperan los espectadores, pero, a su vez, considerar que estos esperan tener un trato amable y un espacio agradable donde puedan sentirse cómodos.

Originalidad/Valor – Este artículo permite una mejor comprensión de los factores que inciden en la intención de pago de los asistentes a las salas de teatro, entendiendo los conceptos que afectan la satisfacción y el valor percibido con la experiencia. Además, contribuye a la reflexión académica alrededor del consumo cultural en el sector de las artes escénicas en la región, donde la investigación enes aún incipiente.

Palabras clave calidad del servicio, valor percibido, satisfacción, intención de pago, servicios teatrales

Tipo de documento Trabajo de investigación

1. Introduction

According to the latest survey of cultural consumption in Colombia (Departamento Administrativo Nacional de Estadística (DANE), 2014), only 16.6 per cent of individuals over the age of 12 attended theatre, dance or operatic presentations in the previous year. This panorama suggests that theatregoing is not a generalised habit in the country and that it must compete with other forms of entertainment, such as the cinema, multimedia production, video games and popular sporting events (Moses, 2001).

Although the tendency of Colombians to spend time outside the home has increased in recent years, due to reduced levels of violence and increased household incomes, attendance of cultural events continues to be low and is actually in decline (Euromonitor International, 2015). Similarly, and according to a pattern that is consistent with these findings, Colombian theatres report clear increases in attendance when they do not charge admission, indicating low levels of intention to pay for theatrical services, a factor that puts the survival of theatres at risk. For example, the Medellín mayor's office runs a scheme called Salas Abiertas, which offers incentives to encourage theatres to offer free performances on the first Wednesday of every month, and in which most of the theatres in the city participate. As a result, more people visit theatres on these Wednesdays, while attendance on other days is lower. These results suggest that while the public might enjoy going to the theatre they are not necessarily prepared to pay for the privilege.

From an academic perspective it is interesting to examine this question of intention to pay for this kind of service, in order to develop theoretical models to explain consumer behaviour, in particular in situations where empirical evidence is practically non-existent. In addition, government bodies require this information if they are to evaluate the level of investment needed to support cultural initiatives, a process that is frequently part of policy design, generally intended to expand access to the arts and culture and to stimulate regional growth (Throsby, 1994).

Some studies have provided evidence that perceptions of quality, value and satisfaction play a fundamental role in determining intention to pay for cultural services (e.g. Hume and Sullivan, 2008). However, given the different social and demographic conditions in the countries where most research has been carried out, it would not be prudent to assume that its findings are applicable to a broad diversity of contexts. For example, in contrast to the situation of economically advanced countries where theatre attendance is a very important element of recreational activities (Cuadrado García and Berenguer Contri, 2002; Haussmann and Poellmann, 2016), in an emerging economy individuals spend less on cultural activities.

It is, therefore, the case that research into cultural marketing in Latin America is still in its infancy and that its profile needs to be raised, greater support provided in the form of public policy, and a better comprehension of the regional cultural dynamics (Ministerio de Cultura de Colombia, 2011). It is also interesting to note that, although theatre managers and their counterparts in other cultural services are frequently evaluated according to the returns they generate and their management successes, very little training in these areas is actually available in the region. Concretely, in Colombia training in the administration and marketing of cultural services is severely limited, there being only nine university courses dedicated to the topic (Ministerio de Educación Nacional de Colombia, 2016), a figure that indicates the gaps that still exist in this particular field of knowledge.

The aim of this research is to analyse relations between the concepts of service quality, perceived value, customer satisfaction and intention to pay, in the context of theatrical services in an emerging economy. It has been conducted in order to compare its results with those obtained from similar studies carried out in developed economies and which should not simply be accepted as universally applicable, as cultural and economic variables vary and can affect the consumption of culture in different places. The first section of the paper presents the literature review, conducted to clarify the concepts to be used. The results of structural equations modelling of the results of an online survey are then presented. Finally, the principal conclusions, relevant to cultural managers and to academia are drawn.

The research increases understanding of the consumer behaviour of cultural services in Colombia by indicating the aspects that exert most influence over intention to pay for theatrical services. It thereby represents a starting point for academic research into the marketing of cultural services in the region and indicates possible lines of research for the future. Finally, it highlights a number of practical implications that participants in the value chain, such as artistic directors, arts communicators and theatrical managers, would be advised to take into account in their work. In particular, theatres should focus their efforts on offering a basic service (theatrical presentations) that meets the cultural and artistic expectations of the public, but should also bear in mind that audiences expect to be treated well and want to feel comfortable when they go out.

2. Theoretical framework

2.1 *Theatre consumption as a cultural service*

A cultural service is a unique artistic activity that is consumed at the moment of exhibition and that has limited scope for reproduction. In this sense, the scenic arts – that is, not only theatre but also opera, dance and music – are considered to be cultural services because they are presented live and because, unlike in the case of cultural goods, they do not become the property of the spectator (Cuadrado García and Berenguer Contri, 2002).

Theatre is a complex service (Lovelock, 1992; Hume and McColl-Kennedy, 1999); it is experiential and essentially intangible (Addis and Holbrook, 2001), and it is not consumed in ways that are typical of tangible goods (García Canclini, 2006). For this reason, conventional marketing models, which do not take these peculiarities into account, are not appropriate (Hirschman, 1983; Hill *et al.*, 2012; Colbert, 2003). In this case, the consumer responds to a range of specific needs that, while they are determined by matters of taste and tendencies in the areas of use and purchase, respond in particular to other motivations, such as the role of the family and other reference groups (Soni and Singh, 2003; Peter and Olson, 2006), social norms, habits and factors associated with individual personality (Ajzen and Fishbein, 1973). According to Andreasen and Belk (1980), lifestyles can lead to more favourable attitudes to the arts and to a greater likelihood of attending this kind of activity. Therefore, approaches to marketing the theatre should take into account what it means to consume culture in a given society as well as its psychological and sociological implications.

Services may either be central, or basic (Ferguson *et al.*, 1999), or peripheral/supplementary (Lovelock, 1983, 1992). Central, or basic, services refer to the specific result provided to the consumer – in this study, the theatrical presentation itself – while peripheral, or supplementary, services allude to all those services that are offered around the theatrical presentation. As services principally involve actions, clients evaluate their quality according to the form in which they are delivered and the final result of this delivery (Grönroos, 1984; Parasuraman *et al.*, 1985; Andaleeb and Basu, 1994).

According to Ferguson *et al.* (1999), basic or central services are the *raison d'être* of companies, as they provide the locus in which the value proposition occurs. In the context of the scenic arts, this refers to the work shown to the public and all the elements that constitute it, such as performances, staging, musical settings, the script, direction and costumes, all of which are inherent to the creative and production process.

On the other hand, peripheral or supplementary services are those that support and facilitate the basic service (Lovelock, 1983, 1992). In the scenic arts they are represented by aspects such as ticket sales, customer service in the auditorium, access and transport facilities used by patrons to get to the theatre, the availability of place(s) in which they can eat and drink before or after the show, questions of comfort and any other aspect that is not directly related to the theatrical presentation itself, but that may be considered to contribute to the experience of consumers (Hume and Sullivan, 2008).

Taken together, these aspects provide a service experience. That is, the way in which users take into account the encounters and interactions that make up the theatregoing experience in their interpretation of the service designed by the provider. Matters such as value, client satisfaction and service quality play an important part in this process, in conjunction with the needs and desires of clients (Hume *et al.*, 2006).

2.2 Perceived service quality

The real quality of a service is measured in terms of its superiority to other services with which they might be substituted, while perceived quality requires a greater level of abstraction of the service acquired, without there being a requirement to focus on any of its specific attributes. This permits consumers to arrive at an overall evaluation and final judgement of the service (Zeithaml, 1988). In summary, it might be said that the perceived service quality is the result of the user's evaluation of the overall excellence of service offered by a business (Parasuraman *et al.*, 1985).

When measuring perceived service quality the differences between the central, or basic, service and its supplementary, or peripheral, counterpart should be borne in mind, as the sum of these components provides detailed information concerning the perceptions audiences have of their experience. Users differentiate everything related to the theatrical presentation itself (the central, or basic, service), such as the actors, staging, the script or other similar aspects of the theatre-going experience, but which are not directly associated with the performance (that is, the peripheral, or supplementary, service), such as access to the theatre in terms of transport or parking facilities, ticket sales, additional spaces such as bars or cafeterias, staff, advertising material or ease of access (Hume and Sullivan, 2008). The overall perception of central service quality, added to peripheral service quality is known as the perceived quality of general service.

2.3 Perceived value of service

Perceived value is understood in different ways, which vary according to the perspective from which it is observed. According to equity theory (Adams, 1963, 1965), this construct may be approached in two dimensions: the benefits received and the sacrifices made by consumers (Grewal *et al.*, 1998; Cronin *et al.*, 2000). In this way, perceived value is the balance perceived by clients of the benefits they receive and the sacrifices they make when they access, or pay for, a product.

When these precepts are applied to the scenic arts sector, the benefits received are principally emotional or social: emotional because of the agreeable sensations that may be produced by the spectacle, and social because of the interpersonal relations generated in this kind of space. On this matter, Bernstein (2007) indicates that some individuals invite friends or family members to a show in order to interact with them emotionally, while others do so to nourish and strengthen their personal relations. Other motivations for attending this kind of event might also be involved, such as a sense of magic, intellectual stimulation, emotional resonance, spiritual value, aesthetic growth and social connection (Ciceo, 2012). In general, in the cultural services, clients engage in a holistic evaluation of perceived value (Ercsey, 2011).

On the other hand, sacrifices are related to the price that must be paid to obtain a service, although this is the least of the attributes of an exchange relationship (Ahtola, 1984). In broader terms, sacrifices might be perceived in terms of the time, effort or energy that must be invested at the point of consumption (Zeithaml, 1988).

2.4 Customer satisfaction

Customer satisfaction is the result of comparing expectations and the perceived returns accrued from the service experience (Oliver, 1980) or the state of mind of consumers during a service encounter (Skogland and Siguaw, 2004). Thus, it is apparent that it is experience of a service (in this case, a cultural service), compared to initial expectations that determines whether satisfaction is felt or not.

Some studies have examined customer satisfaction in the specific context of the scenic arts or the theatre. Boerner *et al.* (2011) define customer satisfaction in the theatre as the judgement made by audience members concerning the level of enjoyment or of fulfilment generated by the play in question. The literature distinguishes between these two kinds of satisfaction: specific or transactional satisfaction is the evaluation made by a consumer about a particular experience with a product or encounter with a service (Olsen and Johnson, 2003), while cumulative satisfaction refers to the general evaluation made by customers about a product or service provider, which takes into account all their experiences with the provider to date (Czepiel *et al.*, 1974; Johnson *et al.*, 1995).

Theatrical audience members may consider themselves temporarily satisfied with their recent experience (transactional satisfaction), or with their recurring views of the theatre group in question, its trajectory, aesthetics, artistic approach and the comfort of the auditorium (cumulative satisfaction). This kind of satisfaction may also be associated with the expectations of audience members concerning service quality and its perceived value.

2.5 Intention to pay

Intention is the degree to which persons consciously plan a future behaviour (Davis and Warshaw, 2001) and includes the taking of decisions to carry out an action (Malle and Knobe, 1997). Thus, intention to pay is the willingness or preparedness to pay for some good or service received: in the case of this research the theatre.

The theory of reasoned action (Fishbein and Ajzen, 1975) holds that intention may be used to explain and predict human behaviour, and that this may, in turn, be influenced by personal or attitudinal factors as well as by social or normative ones. Thus, individuals attempt to engage in a conduct when they evaluate it as positive or favourable and when they believe that persons or groups that are important to them socially believe that they should do so.

2.6 Proposed model and hypotheses

Some studies have associated client satisfaction with intention to buy, perceived value, emotional value and service quality (Hume and Sullivan, 2010). Different researchers have

shown that increasing user-perceived quality of a given service also increases its perceived value (Cronin *et al.*, 2000; Petrick, 2002; Sánchez *et al.*, 2006). Similarly, Zeithaml *et al.* (1988) propose that service quality also leads to perceived value. Services are evaluated according to whether they are basic (central), or peripheral (supplementary). In their research Anderson and Narus (1991, 1995) postulate that it is peripheral, or supplementary, services that are most valued by users in any given experience. Inversely, research by Ciceo (2012) into sporting events in Romania argues that, although peripheral services are important at the moment evaluations are made, if the event has been spectacular all other factors become secondary. For their part, in a study of the scenic arts in Australia, Hume and Sullivan (2008) argue that consumers perceive value in terms of a comparison between their expectations of the basic service and the real service they received. These precepts lead to the first two hypotheses in this study:

H1. Central service quality exerts a positive influence on perceived value.

H2. Peripheral service quality exerts a positive influence on perceived value.

Consumers perceive value in the exchange that occurs at the point a purchase is made (Patterson *et al.*, 1997). They find this value in aspects such as convenience, savings and the emotions produced by the experience, and in the potential associated value added (Jones and Suh, 2000). Additionally, several authors have suggested that perceived value exerts a direct and positive impact on satisfaction (Zeithaml *et al.*, 1988; Patterson *et al.*, 1997; Sweeney *et al.*, 1999; Gallarza *et al.*, 2016). For their part, in a study of banking services in the USA, Jun and Cai (2001) found that high perceptions of service quality improves client satisfaction, reduces desertion and increases loyalty. Based on these findings the following hypotheses are advanced:

H3. Perceived value positively influences satisfaction with general service.

H4. Perceived value positively influences satisfaction with central service.

H5. Perceived value positively influences satisfaction with peripheral service.

Some authors indicate that satisfaction and service quality are requisites of intentions to behave (Cronin and Taylor, 1992; Gremler and Brown, 1997). When the link between perceived quality and intention to buy is not direct, satisfaction is generally considered to be the variable that mediates the relation (Woodside *et al.*, 1989; Bou-Llusar *et al.*, 2001). However, several studies have found that service quality exercises a positive and significant influence on behavioural intentions (Alén *et al.*, 2006), in some cases through satisfaction. Therefore, the research examines whether perceived quality has a direct relation with theatregoers' intention to pay. The resulting hypotheses are as follows:

H6. Central service quality positively influences intention to pay.

H7. Peripheral service quality positively influences intention to pay.

Perceived value is an important factor in the consumer purchase decision process (Dodds and Monroe, 1985). The greater the perceived value, the greater the intention to buy (Chi *et al.*, 2011), while the greater the benefits of paying for a product, the greater the probability that consumers will demonstrate an intention to buy (Dickson and Sawyer, 1990). Thaler (1985) also held perceived value to be an important antecedent influencing consumer intention to buy, as this constitutes the transaction and acquisition utility of the operation. This leads to the following hypothesis:

H8. Perceived value positively influences intention to pay.

The literature suggests that when a customer or user is satisfied with the products or services received, intention to pay is higher. Several studies have shown that satisfaction

influences the intention of customers to engage in behaviour both directly and positively (Cronin and Taylor, 1992; Fornell, 1992; Price and Arnould, 1999; Cronin *et al.*, 2000; Wangenheim and Bayón, 2007). Consequently, the following hypotheses are proposed:

- H9. Satisfaction with the general service positively influences intention to pay.
- H10. Satisfaction with the central service positively influences intention to pay.
- H11. Satisfaction with the peripheral service positively influences intention to pay.

Figure 1 summarises the hypothetical model proposed in the light of the literature review.

3. Methodology

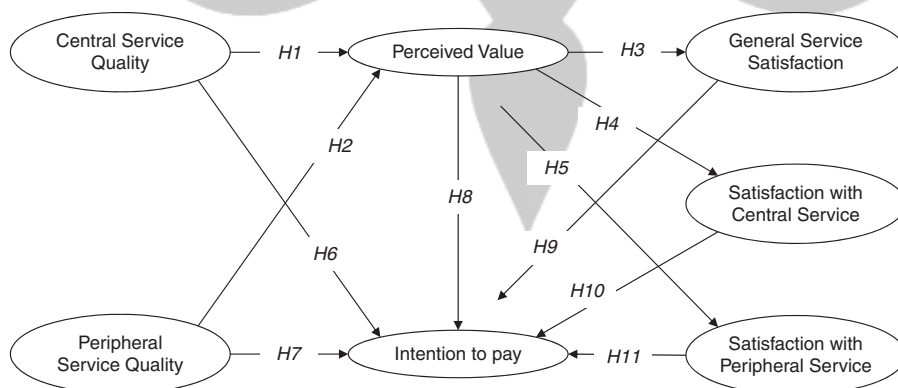
3.1 Data Gathering

Data were collected in Colombia in October 2014. Invitations to participate were sent to a total of 3,117 people using the databases administered by several theatres in Medellín. The invitation contained a link to an online version of the questionnaire, which had been pre-tested to ensure the questions were easily understood. A sample of 274 people who had attended the theatre during the previous years was constructed. The data obtained were treated with absolute confidentiality and anonymously and were used solely for the academic goals of the study.

The sample had a roughly even gender balance (53.3 per cent women and 46.7 per cent men); the majority of respondents (48.2 per cent) were between 25 and 34 years of age. This sample composition is similar to that of the overall population of the country (49.3 per cent male, 50.7 per cent female with a predominance of people aged between 25 and 44, see Departamento Administrativo Nacional de Estadística (DANE), 2016). Of this population, DANE (2014) shows that women (at 16.7 per cent) consume more theatre than men (16.6 per cent), a finding that coincides with the results of this research, in which women (53.2 per cent) attended the theatre more than their male counterparts (46.7 per cent). Table I presents the composition of the sample used in the study.

3.2 Scales of measurement

The constructs used in the study were measured using five-point Likert scales. All the scales had been used in earlier studies and the items were adapted for the purposes of this research, with no new items being added or created. The source for each of the scales is presented in Table II.



Source: Authors

Figure 1. Proposed hypothetical model

Variable	Frequency	Sample (n = 274)	%
<i>Sex</i>			
Female	146		53.3
Male	128		46.7
<i>Age</i>			
15-24	58		21.2
25-34	132		48.2
35-44	48		17.5
45-54	24		8.7
55-64	9		3.3
Over 65	3		1.1
<i>Occupation</i>			
Student	53		19.3
Employed	109		39.8
Self-employed	103		37.6
Unemployed	6		2.2
Housewife	1		0.4
Retired	2		0.7
<i>Level of education</i>			
Secondary	46		16.8
Technical or technological	39		14.2
Professional	138		50.4
Professional graduate	51		18.6
<i>Level of income</i>			
\$0-\$600,000	60		21.9
\$600,001-\$1,200,000	69		25.2
\$1,200,001-\$1,800,000	47		17.1
\$1,800,001-\$2,400,000	35		12.8
Over \$2,400,001	63		23.0
<i>Socioeconomic status</i>			
1	3		1.1
2	42		15.3
3	119		43.4
4	68		24.8
5	31		11.3
6	11		4.0
<i>Number of visits to the theatre in the last year</i>			
1-4	97		35.4
5-8	64		23.4
9-12	13		12.0
13 or more	80		29.2

Table I.
Sample composition

Source: Authors

4. Analysis of results

In order to verify the reliability and validity of the instrument, a confirmatory factor analysis was carried out using SPSS 21 and EQS 6.2 software. Given that the levels of kurtosis (close to 3) and asymmetry (close to 0) of the data were not normal, the robust maximum likelihood method was employed, because it is best adjusted to the samples of this kind (Joreskog and Sorbom, 1990; Gould, 1991).

Construct	Code	Item	References
Peripheral service quality	CSP1	Access, parking, and transport to the theatre are available, convenient and easy to find	Zeithaml <i>et al.</i> (1996) and Hume and Sullivan (2010)
	CSP2	Theatre services such as ticket sales the availability of a bar or café and the facilities in the halls are well organised and provided in an efficient manner	
	CSP3	The behaviour and actions of the staff in this theatre make me feel comfortable and trusting	
Central service quality	CSC1	I enjoyed the actors, stage, and the play	Fitzsimmons and Maurer (1991), Danaher and Mattsson (1994) and Hume and Sullivan (2010)
	CSC2	The play was what I expected it to be	
	CSC3	The play was entertaining and professional	
Perceived value	VP1	The service I received including ticket purchase, the availability of a bar or café and the facilities in the halls is worth what I paid for it	Bolton and Drew (1991) and Hume and Sullivan (2010)
	VP2	The service I received including ticket purchase, the availability of a bar or café and the facilities in the halls is worth the time and effort I put in	
	VP3	As I perceived the theatre, my time and money were well invested in this type of entertainment	
General service satisfaction	SSG1	I am satisfied with my decision to come to a theatre play	Westbrook and Oliver (1991), Oliver (1980) and Hume and Sullivan (2010)
	SSG2	I think that paying for the services in this theatre was a wise decision	
	SSG3	I was pleased with my experience in this theatre and with the play	
Satisfaction with central service	SSC1	In general I am happy with the selection of plays at this theatre	Garbarino and Johnson (1999)
	SSC2	I like the diversity of plays in this theatre	
	SSC3	The plays put on at this theatre tend to be very interesting	
	SSC4	The plays a time at this theatre are the main reason I come here	
	SSC5	I am happy with the acting I have seen this theatre	
	SSC6	The fact that the theatre has a group of in-house actors makes me feel sure that the experience will be pleasant	
	SSC7	I like it when I feel a certain level of familiarity with the actors	
Satisfaction with peripheral service	SSP1	I am happy with the theatre's installations	Garbarino and Johnson (1999)
	SSP2	I feel that being in this theatre is comfortable	
Intention to pay	IDP1	I would probably pay to come and see a play at this theatre	Gottlieb <i>et al.</i> (1994), Oliver and Swan (1999), Hume and Sullivan (2010) and Dabholkar (1994)
	IDP2	I would probably choose to see a play above any other type of entertainment	
	IDP3	I would probably choose to spend my budget for entertainment to see plays at this theatre	
	IDP4	I would definitely pay to see a play in Medellín	

Source: Authors

Table II.
Measurement scales included in the study

In order to guarantee convergent reality it was confirmed that all the items had factorial loads above 0.6 (Bagozzi and Yi, 1988) and that the Lagrange multipliers test did not suggest significant relations for a factor other than those for which they were indicators (Hatcher, 1994). Items that did not comply with these conditions were removed from the model (CSP1-VP3-SSC3-SSC5-SSC6-SSC7-IDP1-IDP4), producing a purified model as a result (see Table III) all of whose factor loadings were significant (value $t > 2,576$ for a value $p < 0.01$) and superior to 0.6, obtaining a good adjustment model (S-B $\chi^2 = 184.9317$, $df = 98$, $p < 0.001$; BBNFI = 0.859; BBNNFI = 0.898; CFI = 0.926; IFI = 0.929; RMSEA = 0.057).

Discriminant validity (Table IV) was evaluated by showing that value 1 was outside the confidence interval of the correlations between the constructs (Anderson and Gerbing, 1988) and that the average variance extracted (AVE) of each factor was greater than the square of the covariance between each pair of factors (Fornell and Larcker, 1981).

The AVE criterion and the squares of covariance were fulfilled for the majority of situations, except in the case of satisfaction with the central service and with general service.

Construct	Item	Standard factor loading	Average standard factor loading	Robust <i>t</i> -value
Peripheral service quality	CSP2	0.654	0.734	9.146
	CSP3	0.814		10.239
Central service quality	CSC1	0.908	0.914	12.790
	CSC2	0.869		13.259
	CSC3	0.966		14.717
Perceived value per time and money	VP1	0.875	0.895	13.610
	VP2	0.915		11.452
General service satisfaction	SSG1	0.859	0.880	8.927
	SSG2	0.875		11.256
	SSG3	0.907		12.686
Satisfaction with central service	SSC1	0.869	0.805	13.333
	SSC2	0.835		12.072
	SSC4	0.712		9.219
Satisfaction with peripheral service	SSP1	0.889	0.898	16.607
	SSP2	0.906		16.983
Intention to pay	IDP2	0.855	0.900	13.042
	IDP3	0.945		14.373

Table III. Convergent validity analysis

Notes: S-B $\chi^2 = 184.9317$; $df = 98$; $p < 0.001$; BBNFI = 0.859; BBNNFI = 0.898; CFI = 0.926; IFI = 0.929; RMSEA = 0.057
Source: Authors

	CSP	CSC	VP	SSG	SSC	SSP	IDP
CSP	0.738	0.460	0.692	0.648	0.572	0.406	0.220
CSC	(0.772; 0.584)	0.915	0.483	0.719	0.654	0.297	0.251
VP	(0.903; 0.761)	(0.768; 0.622)	0.895	0.834	0.630	0.378	0.408
SSG	(0.885; 0.725)	(-0.805; -0.891)	(-0.876; -0.950)	0.881	0.817	0.345	0.479
SSC	(0.848; 0.664)	(0.864; 0.754)	(0.857; 0.731)	(0.945; 0.863)	0.808	0.448	0.457
SSP	(0.741; 0.533)	(0.639; 0.451)	(0.703; 0.527)	(0.677; 0.497)	(0.753; 0.585)	0.898	0.224
IDP	(0.561; 0.376)	(0.599; 0.403)	(0.723; 0.554)	(0.766; 0.617)	(0.758; 0.593)	(0.579; 0.367)	0.839

Table IV. Discriminant validity index

Notes: Under the diagonal: confidence interval for correlation between factors. Diagonal: square root of the extracted variance. Above the diagonal: square of the estimated correlation of the factors
Source: Authors

For this case, discriminant validity was confirmed using the χ^2 difference test, with the conclusion that the initial model is significantly better than alternatives that presume a single construct (Anderson and Gerbing, 1988). This confirmed the convergent validity of the proposed measurement model.

The reliability of the scales was ensured by verifying results above 0.7 in the Cronbach's α calculation for every scale of each factor (Churchill Jr, 1979; Nunnally and Bernstein, 1994). Because this coefficient tends to underestimate reliability (Bollen, 2014) the composite reliability index and AVE were calculated, confirming (as per Fornell and Larcker, 1981) that they were close to or above 0.7 and 0.5, respectively (see Table V).

After confirming the reliability and validity of the measurement model, a structural equations model was carried out in order to confirm the relations that had been proposed between the constructs. EQS 6.2 software was employed, again using the robust maximum likelihood method, and good indicators of goodness of fit were obtained (S-B $\chi^2 = 57.4549$; $g. l. = 102$; $p < 0.01$; BBNFI = 0.956; BBNNFI = 1.050; CFI = 1; IFI = 1.037; RMSEA = 0.000).

The results for the comparisons of the hypotheses proposed in the theoretical model may be examined in Table VI.

Figure 2 presents the comparison of the hypotheses.

5. Conclusions

The comparison of the hypotheses resulted in seven of the 11 being confirmed, as follows: *H1*; $\beta = 0.512$; $p < 0.05$ - *H2*; $\beta = 0.486$; $p < 0.05$ - *H3*; $\beta = 0.982$; $p < 0.05$ - *H4*; $\beta = 0.906$; $p < 0.05$ - *H5*; $\beta = 0.645$; $p < 0.05$ - *H9*; $\beta = 0.805$; $p < 0.05$ - *H10*; $\beta = 0.341$; $p < 0.05$, the

Construct	Cronbach's α	Composite reliability (CR)	Average variance extracted (AVE)
Peripheral service quality	0.69	0.62	0.55
Central service quality	0.94	0.85	0.84
Perceived value	0.89	0.82	0.80
General service satisfaction	0.91	0.80	0.78
Satisfaction with central service	0.84	0.70	0.65
Satisfaction with peripheral service	0.89	0.82	0.81
Intention to pay	0.88	0.72	0.70

Source: Authors

Table V.
Reliability, composite reliability and extracted variance

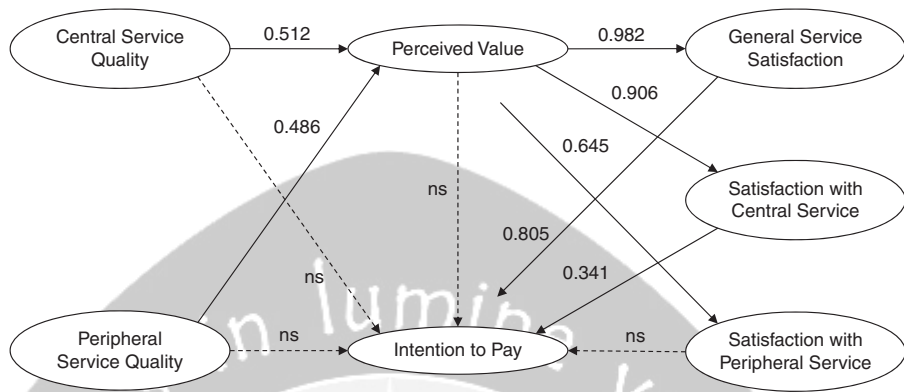
Hypothesis	Standard coefficient	Robust <i>t</i> -value	Conclusion
<i>H1</i> : CSC → VP	0.512	2.364	Not rejected
<i>H2</i> : CSP → VP	0.486	2.290	Not rejected
<i>H3</i> : VP → SSG	0.982	1.0E + 38	Not rejected
<i>H4</i> : VP → SSC	0.906	1.0E + 38	Not rejected
<i>H5</i> : VP → SSP	0.645	11.524	Not rejected
<i>H6</i> : CSC → IDP	-0.351	-0.120	Rejected
<i>H7</i> : CSP → IDP	-0.279	-0.119	Rejected
<i>H8</i> : VP → IDP	0.49	0.40	Rejected
<i>H9</i> : SSG → IDP	0.805	1.0E + 38	Not rejected
<i>H10</i> : SSC → IDP	0.341	1.0E + 38	Not rejected
<i>H11</i> : SSP → IDP	0.083	0.118	Rejected

Notes: S-B $\chi^2 = 57.4549$; $g. l. = 102$; $p < 0.01$; BBNFI = 0.956; BBNNFI = 1.050; CFI = 1; IFI = 1.037; RMSEA = 0.000

Source: Authors

Table VI.
Hypothesis testing

Figure 2.
Empirical structural
model used in the
study, with
comparison of
hypotheses



Source: Authors

remaining four hypotheses (*H6*, *H7*, *H8* and *H11*) were rejected, namely those concerning central service quality and intention to pay, peripheral service quality and intention to pay, perceived value and intention to pay, and satisfaction with peripheral service and intention to pay.

The research results show that both perceived central service quality and perceived peripheral service quality influence the user's perceived value of the overall experience. This means that the important aspects of the theatrical presentation itself, represented by acting, staging and musical settings, as well as the comfort of the auditorium and the availability of additional services prior to the function, add value to the theatrical service. Some researchers highlight the importance of subtleties as attributes of service that enrich user experiences and produce positive value judgements and satisfaction (Johnston, 1999; Pine and Gilmore, 1999). In the measurement process, too, enquiry was made about available public transport or parking facilities, but these were not demonstrated to be of particular importance when it came to evaluating visits to the theatre.

The hypotheses associated with the central and peripheral components of general satisfaction with the experience were supported by the results. This indicates that when users felt that the quality of the service they received met their expectations in terms of the central theatrical presentation they had been to see and of the complementary aspects of their visit, this was reflected in their final evaluation of the experience. This meant that the result for their overall satisfaction was also higher, increasing the possibility that they would wish to repeat the experience or positively recommend it to others. This finding coincides with the perspective of Zeithaml *et al.* (1996), who described two dimensions of positive repurchase behaviour: the first involving the intention to buy again and the second the intention to recommend.

The research results show that neither central service quality nor that of peripheral service influence theatregoers' intention to pay. Consequently, although theatregoers consider service quality to be good, they do not indicate willingness to pay for it. One possible explanation of this is that audiences probably have expectations connected to their personal tastes, for which they would be willing to pay, but which are not being met. This is an important conclusion for the scenic arts sector, and it is suggested that theatres pay more attention to aspects that contribute to audience satisfaction with the works they present than to peripheral aspects of service.

Nor did the research demonstrate a significant impact of perceived value on intention to pay; in other words, it indicated that although theatregoers value the service they receive they are not prepared to pay for it. One justification for this effect may be that living

standards in the city are not sufficient for people to dedicate resources to activities beyond the satisfaction of basic survival needs, especially when it is borne in mind that the majority of people who attend such events are aged between 25 and 38, come from the middle class (from strata 3 and 4 according to Colombian classification) and that, according to the profile of the sample examined in this research, earn salaries that range between COP\$0.00 and COP\$1.200.000. Additionally, in Medellín there is a considerable amount of free cultural programming, to which people are accustomed.

Empirical evidence was found that intention to pay is, to a significant degree, determined by satisfaction with general and central services. In contrast to the findings of research carried out in Australia by Hume and Sullivan (2010), in which users stressed the importance of peripheral services, in the Colombian context audiences feel more satisfied when they are pleased with the central service – that is, the theatrical presentation itself – than with the putative existence of a car park or places in which to eat or drink; it is the central service which matters when it comes to deciding whether to pay for a function when they visit the theatre. This might reflect a different cultural dynamic concerning theatrical infrastructure in the two countries.

It has been reported that marketing efforts intended to increase ticket sales fail to meet the targets required to sustain the not-for-profit scenic arts sector (Hume *et al.*, 2006). For this reason, many theatres have been obliged to resort to grants from the state in order to survive. However, it is a fact that the public is, and will remain, the reason the sector exists and for this reason alone considerable efforts must be made to communicate with, capture and ensure the loyalty of users, to maintain a population that, little by little, develops a taste for the scenic arts. This process of education should result not only in increased theatre attendance but also in growing likelihood that people will pay for these theatrical services.

The fact that general and central satisfaction exerts a direct influence on intention to pay suggests that the efforts of theatres should focus on offering a basic service (the theatrical presentation) that fulfils the cultural and artistic expectations of audiences. At the same time it should be borne in mind that clients expect to be treated well and to enjoy an agreeable space where they can feel comfortable. This would increase the probability both that theatregoers will return for another show and that they will recommend others to do so too, recommendations being fundamental when people are choosing whether to see a show or not (Peterson and Malhotra, 1999; Wachtel, 1981; Throsby, 1994).

Thus, the results of the research have implications for everybody involved in the service value chain. For the actors and the director of shows, they indicate that it is important to develop proposals that are valued by the market, while theatre managers should concern themselves with providing services that are viewed positively. It should be understood that if perceived service quality directly affects perceived value, which, in turn, affects levels of satisfaction, then theatre managements should closely examine the creative process involved in all technical and artistic aspects of theatres, and the experiences of users from the time they first arrive at the theatre. This is important in order to ensure theatregoers have positive perceptions both of central and peripheral service quality, of the value of attending a show and of everything associated with their experience.

An understanding of these findings, informed by a marketing perspective, implies that managers, arts communicators and administrators should apply strategies designed to improve the experiences of theatre users, both before and after consumption. Satisfying the expectations of audiences, especially in relation to artistic works, opens up the possibility of increasing their intention to pay. Thus, this research constitutes a blueprint for academic training on cultural administration, as it indicates aspects that are relevant to the marketing of theatrical services, as well as possible lines of research into the development of public policies intended to provide incentives to cultural consumption. Equally, these results

provide evidence of the importance of marketing strategies for promoting the sustainability of theatres and helping theatre managers to meet their objectives.

If they are to gain a deeper understanding of their public it is recommended that each theatre should produce a tool that can be used to survey the preferences of their users in terms of shows and of the peripheral services they offer (e.g. if they feel it is more important to receive excellent attention, enjoy parking facilities or have access to areas where they can socialise, etc.). This would enable each theatre to gauge which factors most satisfy their users, without them being obliged to change their style or their aesthetic approach. This process should be taken on by theatre administrators under the guidance of the play director. If, on the other hand, the intention is to increase the portfolio of clients, efforts should focus on these matters, but applied to the local or regional theatre sector, either to add value to the preferences of the public or to generate innovative approaches.

It should be noted that this research is sectorial; it is focused on the theatre in a specific territory, and therefore no generalisations should be made until the results are replicated in other economic sectors and geographical zones.

Finally, as in this study satisfaction has been found to be the principal determinant of intention to pay, it will be important in the future to examine the expectations of theatregoers by carrying out research to identify the principal tastes of audiences, and the factors that motivate them. Such a process might result in the identification of important aspects that each theatre could usefully consider in their future activities.

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LAMPIRAN 8 R TABEL

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432



LAMPIRAN 9 T TABEL

Titik Persentase Distribusi t (df = 121 –160)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
121	0.67652	1.28859	1.65754	1.97976	2.35756	2.61707	3.15895
122	0.67651	1.28853	1.65744	1.97960	2.35730	2.61673	3.15838
123	0.67649	1.28847	1.65734	1.97944	2.35705	2.61639	3.15781
124	0.67647	1.28842	1.65723	1.97928	2.35680	2.61606	3.15726
125	0.67646	1.28836	1.65714	1.97912	2.35655	2.61573	3.15671
126	0.67644	1.28831	1.65704	1.97897	2.35631	2.61541	3.15617
127	0.67643	1.28825	1.65694	1.97882	2.35607	2.61510	3.15565
128	0.67641	1.28820	1.65685	1.97867	2.35583	2.61478	3.15512
129	0.67640	1.28815	1.65675	1.97852	2.35560	2.61448	3.15461
130	0.67638	1.28810	1.65666	1.97838	2.35537	2.61418	3.15411
131	0.67637	1.28805	1.65657	1.97824	2.35515	2.61388	3.15361
132	0.67635	1.28800	1.65648	1.97810	2.35493	2.61359	3.15312
133	0.67634	1.28795	1.65639	1.97796	2.35471	2.61330	3.15264
134	0.67633	1.28790	1.65630	1.97783	2.35450	2.61302	3.15217
135	0.67631	1.28785	1.65622	1.97769	2.35429	2.61274	3.15170
136	0.67630	1.28781	1.65613	1.97756	2.35408	2.61246	3.15124
137	0.67628	1.28776	1.65605	1.97743	2.35387	2.61219	3.15079
138	0.67627	1.28772	1.65597	1.97730	2.35367	2.61193	3.15034
139	0.67626	1.28767	1.65589	1.97718	2.35347	2.61166	3.14990
140	0.67625	1.28763	1.65581	1.97705	2.35328	2.61140	3.14947
141	0.67623	1.28758	1.65573	1.97693	2.35309	2.61115	3.14904
142	0.67622	1.28754	1.65566	1.97681	2.35289	2.61090	3.14862
143	0.67621	1.28750	1.65558	1.97669	2.35271	2.61065	3.14820
144	0.67620	1.28746	1.65550	1.97658	2.35252	2.61040	3.14779
145	0.67619	1.28742	1.65543	1.97646	2.35234	2.61016	3.14739
146	0.67617	1.28738	1.65536	1.97635	2.35216	2.60992	3.14699
147	0.67616	1.28734	1.65529	1.97623	2.35198	2.60969	3.14660
148	0.67615	1.28730	1.65521	1.97612	2.35181	2.60946	3.14621
149	0.67614	1.28726	1.65514	1.97601	2.35163	2.60923	3.14583
150	0.67613	1.28722	1.65508	1.97591	2.35146	2.60900	3.14545
151	0.67612	1.28718	1.65501	1.97580	2.35130	2.60878	3.14508
152	0.67611	1.28715	1.65494	1.97569	2.35113	2.60856	3.14471
153	0.67610	1.28711	1.65487	1.97559	2.35097	2.60834	3.14435
154	0.67609	1.28707	1.65481	1.97549	2.35081	2.60813	3.14400
155	0.67608	1.28704	1.65474	1.97539	2.35065	2.60792	3.14364
156	0.67607	1.28700	1.65468	1.97529	2.35049	2.60771	3.14330
157	0.67606	1.28697	1.65462	1.97519	2.35033	2.60751	3.14295
158	0.67605	1.28693	1.65455	1.97509	2.35018	2.60730	3.14261
159	0.67604	1.28690	1.65449	1.97500	2.35003	2.60710	3.14228
160	0.67603	1.28687	1.65443	1.97490	2.34988	2.60691	3.14195

Catatan: Probabilita yang lebih kecil yang ditunjukkan pada judul tiap kolom adalah luas daerah dalam satu ujung, sedangkan probabilitas yang lebih besar adalah luas daerah dalam kedua ujung



LAMPIRAN 10 F TABEL

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74