

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

FACTORS INFLUENCING CUSTOMER SATISFACTION
OF MINGALAR CINEMAS IN YANGON

NAY DE DE ZUNE

MBAII-93

23rd BATCH

DECEMBER, 2019

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Academic Year (2017-2019)

Supervised By:

Dr. Sanda Win

Associate Professor

Department of Management Studies

Yangon University of Economics

Submitted By:

Nay De De Zune

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

Supervised By:

Dr. Sanda Win

Associate Professor

Department of Management Studies

Yangon University of Economics

Submitted By:

Nay De De Zune

MBA II – 93

MBA 23th Batch

2017-2019

ACCEPTANCE

This is to certify that the thesis entitled “**Factors Influencing Customer Satisfaction of Mingalar Cinemas in Yangon**” has been accepted by the examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr Tin Win

Rector

Yangon University of Economics

(Supervisor)

(Examiner)

(Examiner)

(Examiner)

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ABSTRACT

This paper aims to study customer satisfaction and repurchase intention of Mingalar Cinema customers in Yangon. This study is conducted by collecting structured questionnaire to 200 respondents from four Mingalar cinemas and the respondents have been experienced regarding to the services provided by Mingalar cinemas. Based on the results of this study, features of cinemas and core services of Mingalar Cinemas are main influencing factors on customer satisfaction. This paper found that the customer satisfaction has significant positive effect on repurchase intention. Therefore, cinema service providers should consider to provide quality cinema features and best quality services for cinema customers. The more the quality cinema features and quality services can deliver, the more the customer may satisfied and customer satisfaction may lead to repurchase intention.

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CHAPTER 1

INTRODUCTION

In today's business world, customers are king for all industry because if a business want to sustain in its particular industry, the business has to provide products and services that will meet or exceed customer needs and wants for customer satisfaction. Today's business has known that customer satisfaction is important for all business around the world because it is also critical for making profits for businesses and to expand the market share. When a customer has good experience form one business, he or she would visit the business again and would recommend the business by providing and sharing the information and experiences to all people around him or her.

Moreover, the business organizations should not ignore the global competing market. According to the digital age, internet access are available around everywhere, information flows are faster than former, and there are many new advance technology for every industry. Business organizations have already noticed about such kinds of technology advanced and such challenging business environment. And already known there are many competitors and potential competitors who may easily trace what the industry is changing and what kinds of products and services should provide to customers to meet their expectations. Therefore, customer satisfaction is both a goal and a marketing tool for customer-centric businesses. A highly satisfy customer generally purchase business' products and services again, stays loyal, buys more and recommends the business to others.

Nowadays, businesses expand globally to deliver their product and service for worldwide customers and create job opportunities for people around the world by opening international branches and outsourcing some parts of their operations in other countries. Therefore, there are many job opportunities for people and these are the opportunities to earn salary for their livings which could lead to increase individual spending. In today's improvement of living standard and smarter life styles, people consider to recreate themselves to release from daily workloads and stresses. According to (Ng, Russell-Bennett, & Dagger, 2007), in the services of a hedonic nature such as concert excitement, pleasure, and enjoyment amongst customers. There

are many popular recreation activities such as travelling, eating out, watching movies, going to concerts, etc. Among them watching movies and going to concerts are parts of entertainment industry. The cinema market is also one of the huge market in entertainment industry. Cinemas is one the most common entertainment field to all segment of people.

Today, there is a lot of people in Myanmar goes to cinemas for watching movies, spending time, dating with friends and family on their weekends and holidays. Now, Myanmar cinema market is booming because the Myanmar directors are becoming skillful and produce quality Myanmar movies. At the same time, cinemas always update not only Myanmar movies but also international movies when these new movies release at other countries. Therefore, Myanmar cinema customers are considering to spend their money for watching movies at cinemas in their leisure times.

As cinemas are one form of service firm, cinema service providers must notice the continuous competition among the service firms and increase customer expectation. Therefore, it requires the service firms to make more efforts to achieve best service quality and to provide better quality of service to meet the customer expectations. Brady and Cronin (2001) ensured that the features of service quality to be considered as a quality outcome, interaction quality, and physical environment quality. This is the service firm's physical environment where the service is created and customer interact, plus any tangible elements that are used to communicate or support the role of the service (Adrian , 2001). Thus, there are many cinemas in Myanmar and these cinemas also provide competitively best services for cinema customers by updating popular movies, focusing on the appeal of cinema interior and exterior design and offering best cinema features, and well trained staff in order to satisfy their customers.

In this study, the influencing factors such as cinema features, price, sensory appeal and cinema core services are used to measure the customer satisfaction and the customer repurchase intention is measured by the customer satisfaction. The understanding of customer satisfaction and repurchase intention of customer are important for all business especially for service businesses. Therefore, this study focuses on the factors influencing the customer satisfaction and repurchase intention of Mingalar Cinemas in Yangon.

1.1 Rationale of the Study

In recent years, Myanmar practice open economy and allow foreign direct investment. Therefore, many foreign companies are now in Myanmar market and many Myanmar companies also expand their product and service to reach global market. Many job opportunities are now opening and that could increase employment rate in Myanmar and increase personal income. Increasing personal income could lead to increase in customer spending. And as changing in life styles could affect customer buying behavior likes people consider to spend in recreation activities such as eating out, travelling, watching movies at cinemas, go shopping, etc.

Entertainment is a form of recreation activity that surely provides pleasure and delight for all segment of people. Cinema includes as one of the entertainment sector. Nowadays, there is a lot of people in Myanmar goes to cinemas for watching movies, dating and spending time with friends and family. Therefore, cinemas are one of the demand of entertainments field for Myanmar people and it could prove that cinemas in Myanmar never run out of visitors.

Most of the people in Myanmar usually spend their money in eating out, going shopping to buy things and watching movies at cinemas at most. According to (Ibrahim & Ng, 2002) , the modern shopping malls offer variety of entertainment services, lifestyle products, gaming hubs, food courts, and cinemas. Therefore, people may also watch movies in cinema and enjoy cinema experiences while going shopping at shopping malls. This is the main reason that cinemas are one of the profitable business in Myanmar. Now, there are many cinemas are planning to open around Myanmar including both urban and rural areas. And people may study other countries' culture and lifestyle from international movies and may learn digital knowledge and such kinds of other general knowledge while watching those movies. This may lead to improve general knowledge and change modernize lifestyle of Myanmar people.

The sector of cinema is one of the competitive entertainment sectors because people always want to choose cinemas according to the movies shown in cinemas, various screening schedule, provided services and facilities. All service provider already accepted that customer retention is as important as new customer acquisition. Acquisition must be balance with customer retention to optimize organization

performance and the shareholder value in the long term. For this reason, cinemas competitively try to understand their customer needs and wants and provide best services to meet the customer expectations.

The improvement of cinemas highly depend on their customer experiences and perceptions and feedback related to provided cinema features and services. Because those are very crucial in influencing their satisfaction and repurchase intention. Solomon (2009) mentioned customers are the most important person for the marketer, therefore it is important for the marketer to consider the likes and dislikes of the customers so that the marketer can provide them with their desired goods and services. The more careful analysis on what cinema customer demands and wants, the more cinema service providers can offer unique services and cinema features and decide where their services would be available for easy access of customers. The more the customer satisfy with provided product and service, they may repurchase the product and service provided by cinema. The increasing the amount of customer return may help the cinema provider to generate revenues and may be helpful in considering what the cinema should focus on next improvement. Therefore, cinema service providers must ensure that customer satisfaction and repurchase intention of cinema customers are really important to study for the cinema companies' long term survival and success.

This study is exploring the factors that influence the customer satisfaction which in turn leads to repurchase intention of customer of Mingalar cinemas in Yangon.

1.2 Objectives of the Study

There are two specific objectives of the study. These objectives are as below.

- (1) To examine the influencing factors on customer satisfaction of Mingalar Cinemas in Yangon.
- (2) To analyze the effect of customer satisfaction on repurchase intention of Mingalar Cinemas in Yangon.

1.3 Scope and Method of the Study

This study focuses on the factor influencing customer satisfaction of Mingalar Cinemas in Yangon. This study is carried out by visiting Mingalar cinemas in Yangon. The analytical research method is used in this study. It is a quantitative study where the structured questionnaires are given out to the respondents who age between 18years to over 40years old cinema customer in Yangon. The sampling method is simple random sampling and the data are collected from customers at Mingalar Gold Class Cinema at KER residence, Mingalar Cinemas at Gamone Pwint San Yeik Nyein, Top Royal Cinemas at Parami Sein Gay Har and Thamada Mingalar Cinemas in Yangon. The sample size of this research is 200 respondents who have a previous watching experience with Mingalar Cinemas and the respondents are surveyed by using mall intercept interview method, the systematic random sampling. Data Collection is undertaken two days per week especially on weekends and it took a month and at least 20 respondents per day. Five point Likert scales questionnaires are used to find out the influencing factors of customer satisfaction and the relationship between customer satisfactions and repurchase intention of cinema customers. Mean value of each variables are calculated in this study. A regression analysis is also conducted to find out the influencing factors of customer satisfaction and relationship between customer satisfactions and repurchase intention of cinema customers of Mingalar cinemas in Yangon.

This study used both primary and secondary data. Primary data are collected by distributing questionnaires to Mingalar cinemas' customers in Yangon who coming out of the cinema after watching a movie. The secondary data are collected from relevant text books, internet website, international thesis, previous research papers, journals and articles. This study is limited only to Mingalar cinemas in Yangon and it may imply that the result of this study cannot be applied to other cinemas. This survey is conducted from September 2019 to November 2019.

1.4 Organization of the Study

This paper is organized into five chapters. Chapter one is the introduction chapter which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two illustrates the

theoretical background and theoretical framework regarding to customer satisfaction and customer repurchase intention and influencing factors on customer satisfaction. Chapter three consists of the background of Mingalar cinemas, their marketing practiced and the profiles of respondents. Chapter four involves the analysis of the relationship between customer satisfaction and their repurchase intention on Mingalar cinemas in Yangon. Chapter five is the conclusion chapter in which finding, suggestions and recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter mainly present about theoretical background of the study. This study includes the theories, and definition of customer satisfaction and customer repurchase intention and factors influencing customer satisfaction and the relationship between customer satisfaction and customer loyalty. Then it is followed by the conceptual framework of the study.

2.1 Customer Satisfaction

Service quality and customer satisfaction are vital that companies must understand if they want to remain competitive and grow (Angeloba & Zekiri, 2011). Now a day, all companies are realizing the significant of delivering quality services and maintaining and upgrading the quality of services for meeting their customer expectations. Several subjects reported that the service quality can consider as an earlier request to the customer satisfaction ((Bloemer & Ruyter, 1999); (Szymanski & Henard, 2001)). According to (Kotler & Amstrong, 2011), customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. When a customer have experienced a company provided services that have fulfilled his or her expectations, the customer would satisfy about these services and the company. Satisfied customers lead to repeat purchase, loyalty and to customer retention (Zairi, 2000). Repeat purchase and royal customer may help in generating revenues for businesses and may bring long term success in the certain industry.

As Kotler and Amstrong (2011) mentioned above, customer satisfaction with a purchase totally relies on the product and service's performance relative to a buyer's expectation. If the performance of product and service provided by a company falls short of satisfaction, the customer is dissatisfied. If the performance meets the customer expectation, the customer is satisfied. If the performance exceed expectations, the customer is delighted (Kotler P. , 2000). Customer satisfaction is also important for organizations as it has a positive impact on the overall financial performance of organizations (Anderson & Sullivan, 1993). Moreover, satisfied

customers allow companies to save money on attracting new customers by freely sharing their emotions and impressions of a product or service with their relatives, friends and acquaintances (Campanella, 1999). On the other side, dissatisfied customers may respond in different way. Kotler (2001) stated that dissatisfied customers may try to reduce the dissonance by abandoning or returning the product, or they may try to reduce the dissonance by seeking information that might confirm its high value.

In the cinema market, services providers are competitively providing with best cinemas features and quality services to meet cinema customer expectations. According to Hansemark and Albinsson (2004), customer satisfaction relies not only on the company's provided services but also on the service provider performance. Therefore, companies should provide suitable customer service training to their service providers especially the service providers at shop floor (who always meet and provide services directly to customers) to maintain unified services and service quality. Overall customer satisfaction leads to generate more profits for companies and increase market share in the certain industry. Due to customer satisfaction is important for cinemas market. The cinema management teams must consider to provide the best services for cinema customers and it is very important to ensure customer satisfaction is reached.

2.2 Repurchase Intention

The concept of customer satisfaction and the repurchase intention has been investigated by many scholars such as (Dick & Basu, 1994), (Ehrenberg & Goodhardt, 1968) (Wanke & Friese, 2005)). Purchase intention is the probability that the consumers will consume or willing to consume a particular product or service in the future. Fishbein & Ajzen (1975) agreed that the consumers' purchase intention is an essential index to predict consumer behavior as a subjective attachment to the product. When there is an increase in purchase intentions, it will contribute to an increment in the customers purchasing probability ((Dodds, Monroe, & Grewal, 1991); (Schiffman & Kanuk, 2004)). Consumers' purchase intention can be considered as a mediator between their attitude towards a special product and their real purchase behavior (Fishbein & Ajzen, 1975). The individual's judgement about

buying again a designated service from the same company, taking into account his or her current situation and likely circumstances (Rodney, 2003). Retention is another common term for repurchase (Thorsten, 2004) and which is considered to be one of the most important variables in relationship marketing (Fullerton G. , 2005).

Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. Repurchase intention is the real action but repurchase intention is the customer's choice to engage in future actions with the service provider or sellers (Hume, Mort, & Winzar, 2007). Repurchase can be classified into two forms: the intention to re-buy (repurchase), and the intention to engage in positive word-of-mouth and recommendation (referral) (Zeithaml, 1996). There have been discussions in the marketing research literature as to whether purchase intentions and past purchasing behavior are correlated with actual consumer behavior in the future (Dixon, Bridson, & Evans, 2005). Additionally, (Caruana, 2002) assured that the atonement has a mediating role play in the relationship between service quality and customer repurchase intention.

Marketing managers rely on repurchase intentions to predict sales in a variety of marketing activities: e.g., new product introductions (Silk & Urban, 1978), advertising effectiveness (Bird & Ehrenberg, 1966), service management (Sanchez-Perez & Gazquez-Abad, 2007), and demand forecasting for existing products. The other form of behavioral intention, repurchase intention, can be defined as the intention of customer who want to experience the same product, service, place or brand of certain service provider again in the future. And then, as a cinema service provider, he or she must ensure that it is also very vital to increase the number of customers returned in the competitive cinema market. Therefore cinema service providers must always looking for what customer expect in order to return their customers to them. If the cinema service provider cannot offer customer expected product and services, cinema customers may dissatisfy and dissatisfied customers will choose alternative cinemas in the future. Thus, repurchase intention is an essential factor in determining the future of cinemas.

2.3 Factors Influencing Customer Satisfaction

The cinema market is growing day by day as there is increase in the income of people and the spending on recreation is increasing (Irfan & Patel, 2018). To attract and retain the cinema customers, cinema companies competitively offer quality services tangible or intangible to meet customer expectations. Many researcher revealed that customer satisfaction plays a vital role in retaining customer and there are many possible factors to satisfy. According to (Lovelock & Wright, 2002), not only the invisible service factors but also the visual or other tangible parts or clues that provide evidence of service quality and performance which customers can actually see or experience when they use a service. Therefore, marketers need to find out such possible factors that influence customer satisfaction. In this study, the followings factors are going to discuss how these factors influence on cinema customer satisfaction.

2.3.1 Cinemas Features

In the cinema market, as indicated by (Wakefield & Blodgett, 1996), in multiplexes the convenience and lavish seats, the accessibility of big generators for control power breakup and the general appearance are the prompts which could influence the customer decision making process. Doyle (1998) mentioned that customer satisfaction on movie theaters depends on the accessibility of different and greater screens, enjoy with seating, good sound and picture quality, and the offering of various auxiliary services. Multiplex highly attract cinema customers and the cinema features may encourage towards positive perceptions and that lead towards customer satisfaction (Priyatharsini & Umamaheswari, 2016). Priyatharsini & Umamaheswari (2016) stated that cinema features include digital sound quality, screen size, seating arrangement, accessible location, choice of movies, food court, parking and safety measures. Therefore, providing various quality cinema facilities to cinema customer may lead to satisfy customers and which may lead to affect on customer returns.

2.3.2 Price

Price is a very important indicator as it is usually considered as an indicator of quality. This is especially true in Asian countries where customers are very skeptical about product and service quality and tend to rely on price to infer a product's or service quality (Paliwoda, Andrews, & Chen, 2013). Priyatharsini & Dr. Umamaheswari (2016) also indicated pricing plays a major role in customer decision and cinema customers expect more value than money. And they also expressed customers do not like varying cinema ticket price at all time. According to (Lumentut, Pangemanan, & Rumokoy, 2016), customers are willing to spend their money when the cinema offers lowering the prices and membership and discount price. Therefore, cinema companies have to create unique value for winning the customers' hearts.

2.3.3 Sensory Appeal

Kotler (1973) mentioned the effect of atmosphere on the purchase decision. In his opinion, the customer purchase probability enhances due to the atmosphere and atmosphere could consider the influential factor in customer purchasing process. Atmosphere could be experienced by senses mainly through sight, sound, scent, and touch. Liberty Cinema marketing essay also stated air conditioning, pleasant odor, and other interior and outside design of cinema are supplementary services provided by cinemas in accordant to get customer satisfaction. Maintaining and keeping the good work in employee appearance who are delivering services to customer may increase customer satisfaction and good service performers may retain customers to achieve company's goals (Lumentut, Pangemanan, & Rumokoy, 2016).

2.3.4 Core Services

In the Liberty cinema marketing essay, (Lovelock & Wright, 2002) stated managing physical cues carefully may have profound impact on customer impressions. Cinema core services mainly include the movies showed by cinemas, and other possible expected services such as multiple screen and various movie schedules (Irfan & Patel, 2018) and found that significant influence on customer satisfaction. And then, core service convenience factors mainly include ticketing method, ticketing speed, information, screening schedule, waiting time and accessible

location that attract college students and also influence on customer satisfaction (Yanmin, 2010).

2.4 Previous Studies

Priyatharsini and Umamaheswari (2016) carried out to understand consumer perception towards the features of multiplex theatre and the level of customer satisfaction. Questionnaire were distributed to 105 respondents who live in Coimbatore city and they are curiosity in watching movies. The findings of this study indicated that customer are highly attracted towards multiplex and its features that generate positive perception and that lead to customer satisfaction. Among the features of cinema, screen size, convenience transportation, hygiene environment, parking, shopping and customer service were factors affects customer satisfaction.

Sharma and Chopra (2015) studied “Factors Influencing Cinegoers Preference for Multiplex Compared to Single Screen Cinemas in Pune”. The purpose of this study was to highlight the various aspects which lead to the preference of multiplexes over single screen theatres. The data were collected from five multiplex at Pune. Questionnaire were distributed to 200 respondents who have multiplex experience. Mall intercept technique was used to collect primary data. The results indicated that the better facilities in terms of ambience, security, comfort, snacking counters, cleanliness and parking were significantly influence on the number of people visiting multiplex.

Zhao Yamin (2010) studied an investigation and analysis on college student’s satisfaction in theater from such aspects as marketing communication, consumption experience, pricing strategy, convenience as four dimensions. There were 200 questionnaire distributed in 6 university. The results of this study showed all of the four dimensions have positive influence on customer satisfaction. Among the four dimensions, convenience was the key factor affects the customer satisfaction of college students in theater, which include ticketing method, ticketing speed, information, screening schedule, location and waiting period.

According to the Liberty Cinema Marketing Essay, the author described the managing of physical cues may effect on customer impression. The physical cues include all the components of core and supplementary products that

create value for customer. In the Liberty Cinema Marketing Essay, the core service of cinema is movies, especially shows latest Hollywood, Bollywood, and other related movies. The author also mentioned that core service links to customers' expected product and service. Customers' expectation on core services included variety of screening schedules, varied choice of movies, performance of cinema staff, and ticketing method. Supplementary product or service are other additional service, that is delivered during the core production process in order to enhance the core service value and make customers to feel more convenience. The author described the supplementary services of Liberty cinema are car parking, snack shop, comfortable seats, air condition, reservation and sound system. Moreover, price was the considerable factor to satisfy customer. Liberty cinema tried not to vary the ticket price depending on what movies people watch. The ticket prices are only set based on the seating plan so that lead to make sure the people return to Liberty. If the cinema can provide such core and supplement services, the people will enjoy in movie time.

Ibzan & et al. (2016) investigated the relationship between consumer satisfaction and repurchase intentions in order to attempt to resolve the mixed views on these concepts. The data from this study only used secondary sources which include: text books, journals, seminar and conference papers and internet materials. The results from this paper showed that there was a positive relationship between consumer satisfaction and repurchase intentions, satisfied consumers are more likely to continue their relationship with a particular firm than dissatisfied ones. Ibzan & et al. (2016) mentioned customer satisfaction is also important for organizations as it had a positive impact on the repurchase intention of the firms. This study would be useful to both private and public organization as well as future researchers.

2.4.1 The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction and repurchase intention based on the customer perception of the provided product and service they experienced from a company. Notably, customer satisfaction literature developed around the idea that satisfaction is influenced by the difference between expectations and experience (Oliver, 1999). Organizations try to offer the best possible service to their customers in order to retain them and create positive repurchase intentions in the future. Repurchase and

consumer satisfaction have a powerful impact on firms' performance by providing a competitive advantage, numerous loyal consumers, and increasing customer satisfaction.

According to (Ahmed, 2010), the customer satisfaction is strongly linked to the behavioral decision within the service firm and it also mentioned that the direct relationship of satisfaction on customers' repurchase intention. The level of repurchase intention may increase when customer are satisfied related services. The firms put affords in retaining superior services to reach customer satisfaction by working them to repurchase ((Kandampully, 1998); (Zeithaml & Bitner, 1996)).

According to (Tsai, Huang, Jaw, & Chen, 2006), longitudinal and cross-sectional satisfaction-repurchase studies have demonstrated that satisfied consumers are more likely to continue their relationship with a particular organization than dissatisfied ones. Many product and service studies found that there is a relationship between customer satisfaction and repurchase intention. These studies mentioned that overall customer satisfaction with a service is strongly associated with the behavioral intention to return to the same service provider. However, it must be noticed that the direct positive relationship of satisfaction upon repurchase intention is a simplification of the matter. Therefore, whatever product or service companies must try to provide best quality product and service and maintain and always find ways to upgrade their services providing features for reaching customer satisfaction and increasing customer returns.

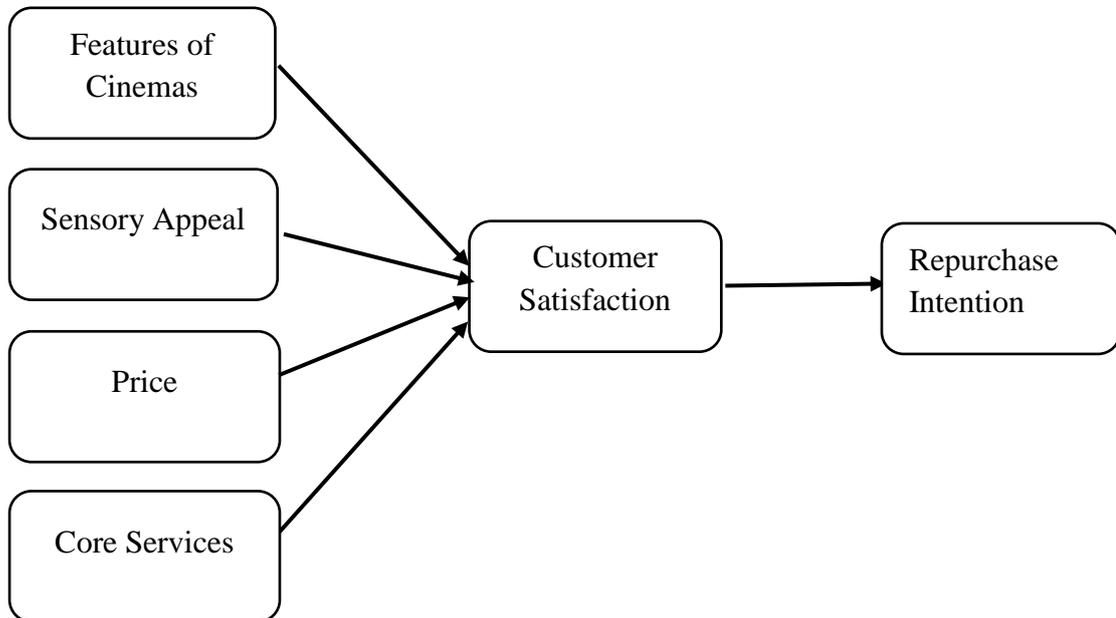
2.5 Conceptual Framework of the Study

Many researchers showed that in the service industry, satisfied customers are highly intention to repurchase in previous company. The conceptual framework of the study is developed based on previous studies and findings from different researchers. The study aims to analyze the influencing factors on cinema customer satisfaction, the effect of customer satisfaction on repurchase intention.

According to factors influencing customer satisfaction of Mingalar cinemas in Yangon, which is mainly structured by three parts. The first part included four influencing factors such as features of cinema, sensory appeal, price and core

services, customer satisfaction in the second part and repurchase intention in the last part. The conceptual model of this study is shown in the following figure.

Figure (2.1) Conceptual Framework of the Study



Source: Own Compilation (2019)

According to the conceptual framework, features of cinemas, sensory appeal of cinemas, price and core services are the factors that influence on customer satisfaction and there is also a relationship between customer satisfaction and repurchase intention. The framework is about the factors influencing customer satisfaction and relationship between customer satisfaction and repurchase intention of Mingalar Cinemas in Yangon.

CHAPTER 3

PROFILE AND CUSTOMER PERCEPTION ON SERVICES OF MINGALAR CINEMAS

This chapter is organized into four sections. The first section introduces about the background of Mingalar Cinemas. The second section presents the research design and measurement of reliability. The third section demonstrates the profiles of respondents. And the final section presents the mean tables of influencing factors such as features of cinema, sensory appeal, price and core services.

3.1 Background of Mingalar Cinemas

Mingalar Cinemas involved in Entertainment industries and established in 1996. Today, it is the well-known cinema through other existing cinemas in Myanmar. There are 14 branches in Yangon. They are Nay Pyi Taw cinema, Mingalar San Pya Cineplex, Thamada cinema, Shae Saung cinema, Thwin cinema, Top Royal cinema, Mingalar cinema (Dagon Center 2), Mingalar Gamonepwint Cineplex, Mingalar cinemas (Hlaing Tha Yar), Mingalar cinemas (North Okkalapa), Mingalar Ba Yint Naung cinema (Tamwe), Mingalar cinema Gold Class, Mingalar cinema (South Dagon). And the other branches of Mingalar Cinemas exist around Myanmar. There are five stand-alone cinemas in Mandalay, and the other branches are in Bago, Monywa, Patheingyi, Taungtha, Pyaw and Magway respectively.

Mission of Mingalar Cinemas is to provide the people with entertainment with world-class quality and services. Mingalar cinemas operate and manages eight stand-alone cinemas in Yangon and the other six cinemas are opened at shopping malls. Among all Mingalar cinemas in Yangon, Nay Pyi Taw cinema, Mingalar San Pya Cineplex, Thamada cinema, Shae Saung cinema and Thwin cinema are old cinemas with old cinema features such as old cushioned seats, poor maintained movie halls, waiting rooms and toilets because they have been opening since the Mingalar cinema company was founded. The Mingalar Gold Class Cinema is now opened at KER Residence and this cinema provide premium quality services and the cinema features are prepared for high class cinema customers. And the other Mingalar cinemas are

news with well-maintained movie halls, waiting rooms, and toilets. All Mingalar Cinemas provide food courts with variety of foods and beverages.

Mingalar cinemas separate three classes of cinemas according to their targeted audiences and each cinemas are provided with suitable features of cinema, sensory appeal, price options, and core services. The Nay Pyi Taw cinema, Mingalar San Pya Cineplex, Thamada cinema, Shee Saung cinema, Thwin cinema, Mingalar Cinema (Dagon Center 2), Mingalar Cinema (Hlaing Thar Yar), and South Dagon Cinema are for lower income level cinema customer. The features of these cinemas are poor like old cushioned seats, poor seating plan, unmaintained movie halls, waiting rooms, and toilets, and inadequate parking areas. And the temperature and odor in the movie halls are not very good. The 2D ticket price ranges starting from the lowest 1,500Ks to the highest 6,000Ks. And the 3D ticket prices are ranging from 2,500Ks to 9,000Ks. The Mingalar Gamone Pwint Cineplex (San Yeik Nyein), Mingalar cinemas (North Okkalapa) and Mingalar Ba Yint Naung cinema (Tamwe) are standing for middle class customer. These cinemas have good features of cinema, sensory appeal and productive staff. The ticket price ranges starting from the lowest 2,500Ks to the highest 10,000Ks. The 3D ticket price also ranging from 3,000Ks to the highest 14,000Ks. And the Gold Class Cinema at KER Residence targets the high class cinema customers which provide quality features of cinemas, best sensory appeals and very productive staff. The 2D and 3D ticket prices are starting from 10,000Ks and 15,000Ks to the highest 20,000Ks and 25,000Ks respectively. Therefore, cinema customers may choose the suitable cinemas with their budget.

Moreover, movie tickets are available through online booking system, telephone booking system and box office booking system. The Mingalar Cinema App is also user friendliness and ticket price may easily pay by using online banking system. And the booking canceling system is also not difficult for cinema customers. The Mingalar Cinema customers may use telephone booking canceling system. But online booking canceling system still have few weaknesses because once the cinema customer have paid for a ticket by using online booking system, the prepaid ticket will not be refunded.

Mingalar Cinemas serves various kind of films such as domestic Myanmar films, Hollywood films, Bollywood films and Asian films. Domestic Myanmar films

are chose according to the popularity of the films and the partnership with the film producers. The other international films are released when after showing of selected films in other countries and the second week of these films released in other countries. In Myanmar, eighty percent of movie cinemas are owned by the Mingalar Company Limited. The cinemas under Mingalar Group and other cinemas show movies from 10AM to 9:30PM a total of five shows per day for the whole week. And all cinemas change the new movies on every Friday. In Cinema industry, Mingalar Cineama has many strongest competitors such as JCGV, Mega Ace, Red Radiance, etc. Therefore, if the Mingalar Cinemas fulfill the customer expectations especially on service quality, cinema customer may satisfy the provided services. Most of the people who are watching movies in Mingalar Cinemas, they feel like that these Mingalar cinemas have price to performance ratio.

3.2 Research Design

This study aims to examine the factor influencing customer satisfaction of Mingalar cinemas in Yangon and to analyze the relationship between customer satisfactions and repurchase intention of Mingalar cinemas in Yangon. Analytical research method is used in this study to achieve the objectives of this study. Both primary and secondary data are used in this study. For the collection of primary data, the data collection was done through survey form and the respondents were from four Mingalar cinemas in Yangon, namely Mingalar Gold Class cinema at KER residence, Mingalar Cineplex at Gamone Pwint Sanyeik Nyein. Top Royal cinema at Parami Sein Gay Har, and Thamada Cinema. The simple random sampling method is used to carry out the survey.

3.2.1 Questionnaire

The questionnaire included 38 questions divided into four part: section one consisted demographic information (questions 1-4), section two presented consumption behavior (5-8), and factors influencing customer satisfaction (questions 9-28) in section three and customer satisfaction and repurchase intention (question 29-38). Five point Likert scales questionnaires were used to find out the influencing

factors of customer satisfaction and the relationship between customer satisfactions and repurchase intention of cinema customers. Its rating scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) were used for those questions. The questionnaire consisted of close-ended questions and the questions contained category type and Likert scale.

3.2.2 Reliability Test

In this study, the influencing factors, customer satisfaction and repurchase intention have been indirectly measured. To measure the reliability or internal consistency, of a set of scale or test items, Cronbach's alpha is one to use in measurement. Cronbach alpha above 0.7 was considered as acceptable, one above 0.8 as good, and one above 0.9 as excellent (Stephaine, 2014). Table (3.1) describes the reliability of the research instruments and the Cronbach's alphas found in this research for factors influencing customer satisfaction of Mingalar cinemas in Yangon.

Table (3.1) Reliability Test

Particulars	Cronbach's Alpha	No. of items
Features of Cinema	0.735	5
Sensory Appeal	0.751	5
Price	0.731	5
Core Service	0.703	5
Customer Satisfaction	0.735	5
Repurchase Intention	0.721	5

Source: Survey Data, 2019

According to Table (3.1), all items have Cronbach's Alpha values of 0.7 or higher. Therefore, it can be explained that the items have relatively acceptable internal consistency and the questionnaire is sufficiently reliable.

3.3 Profile of Respondents

To study the factors influencing customer satisfaction of Mingalar Cinemas in Yangon, the initial analysis is the demographic characteristics of the respondents. It includes such questions as gender, age, occupation and income. The questions are

given multiple choices, the respondents have to choose the most relevant one. Table (3.2) presents the demographic data of the respondents.

Table (3.2) Demographic Profile of Respondents

Particulars	Number of Respondents	Percentage (%)
Gender		
Male	89	44.5
Female	111	55.5
Age (Years)		
18-25	68	34
26-35	65	32.5
36-45	42	21
46years and above	25	12.5
Occupation		
Student	67	33.5
Self-employed	35	17.5
Salaried Worker	83	41.5
Dependent	15	7.5
Monthly Personal Income (Kyats)		
Less than 200,000	45	22.5
200,001- 400,000	56	28
400,001- 600,000	35	17.5
600,001- 800,000	24	12
800,001- 1,000,000	27	13.5
More than 1,000,001	13	6.5
Total	200	100

Source: Survey Data, 2019

In this section, demographic profile of 200 respondents randomly collected from cinema customers of four Mingalar cinemas in Yangon is described. As per mentioned data, the followings are the demographic profile of respondents. The number of male and female are 44.5% and 55.5%. Female is larger than male because of the place where the field survey was undertaken in the cinemas. The age group of

18-25 is the biggest 34%, the second group is 26-35 with 32.5%, the third group is 36-45 with 21%, and the smallest group is 46-years and above with 12.5% respectively.

For the occupation information, salaried worker is biggest with 41.5%. The student group is second largest with 33.5%. And the number of self-employed and dependent are 17.5% and 7.5% respectively. For monthly income information, the income group of 200,001-400,000 kyats, less than 200,000 kyats, 400,001-600,000 kyats, 600,001-800,000 kyats, 800,001-1,000,000 kyats and more than 1,000,001 kyats are 22.5%, 28%, 17.5%, 12%, 13.5% and 6.5%. Overall, a profile of average respondents is female, age 26-35 years old, who are salaried workers and 200,001-400,000 kyats per months.

3.4 Consumption Behavior of Cinema Customers

The answers of respondents concerning their consumption behavior of cinema customers are presented in Table (3.3). To measure the consumption behavior, factors such as frequency of watching movies at cinema, the respondent were permitted to choose more than one answer for questions; accompany to go cinemas.

As per below Table (3.3), the most of the respondents who come to the cinemas are once a week or more with 23%, once every two week with 29%, once a month with 19%, less than ten times a year with 17.5% and rarely with 11.5%.

Most of the respondents who come to cinema with friends, family, and colleagues are 36%, 30% and 18.5% respectively. And the respondents who chose others is 15.5% and they specified others are their boyfriends or girlfriends, relatives and even alone.

The respondents who visit cinema on weekends are the most proportion with 39%. On the public holidays and weekdays are 28.5% and 12.5% respectively. Other is 20% which mean some of the respondents are usually go to cinemas on both week days and holidays.

Table (3.3) Consumption Behavior of Cinema Customers

Item	Frequency	Percentage (%)
Frequency of Cinema Visit		
Once a week or more	46	23
Once every two week	58	29
Once a month	38	19
Less than ten times a year	35	17.5
Rarely	23	11.5
Accompany		
With Friends	72	36
With Family	60	30
With Colleagues	37	18.5
Others	31	15.5
Days Choice		
Weekdays	25	12.5
Weekends	78	39
Public holidays	57	28.5
Others	40	20
Movie Times		
Morning	37	18.5
Evening	96	48
Night time	67	33.5
Total	200	100

Source: Survey Data, 2019

Most of the responds who choose the movie time in the morning, in the evening, and at night are 37%, 96% and 67% respectively. The result shows most of the respondents go cinema at once every two week regularly and once a week or more. The respondents also go cinema with their friends and family. And they usually visit cinema on weekends and holidays and most of them are usually choose evening movie time.

3.5 Customer Perception on Services of Mingalar Cinemas

The provided services such as features of cinema, sensory appeal, price and core services are important factors that effect on customer satisfaction of Mingalar cinemas. Structured questions are used in order to find out the customer perception on services that influenced on customer satisfaction of Mingalar cinemas. The questionnaire is designed with five point of Likert-type scales. To analyze the service factors are separately discussed with survey results and showed with individual mean and standard deviation.

3.5.1 Features

The first five questions are features of cinema by using five value of Likert-type scale. The results of survey on features of cinema are shown in Table (3.4).

Table 3.4 Features

No	Description	Mean	SD
1	Digital sound quality and screen experience	3.86	0.87
2	Seat quality and seating arrangement	4.09	0.75
3	Food court, waiting room and toilet	3.93	0.89
4	Adequate parking area	3.54	0.92
5	Convenience location	3.89	0.89
	Overall Mean	3.86	

Source: Survey Data, 2019

As per Table (3.4), the highest mean value is 4.09 the seat quality and seating arrangement. This can be due to the cinema customer believe the seat quality of Mingalar cinemas is good which means seats provided in Mingalar cinemas are cautioned and available of cup holder and seating arrangements are comfortable to them. The lowest mean score value is 3.54 for that adequate parking area.

The reason could be due to some Mingalar cinemas opens at shopping mall and some cinemas are stand alone. Therefore, cinemas at shopping mall may have adequate parking area but stand-alone cinema may be difficult for car parking for cinema customer. As overall mean is 3.86 which can be supposed that cinema customers are aware of good cinema features are attraction to them during movie time

and this awareness positively influences on customer satisfaction of Mingalar cinemas in Yangon.

3.5.2 Sensory Appeal

Second five questions are for sensory appeal of Mingalar cinemas. The mean scores of each variable are shown in Table below.

Table 3.5 Sensory Appeal

No	Description	Mean	SD
1	Interior design and decoration	3.52	0.90
2	Temperature in movie hall	3.28	0.97
3	Odor in the movie hall	3.31	1.01
4	Design and decoration outside from movie hall	3.03	1.12
5	Grooming of cinema staff	3.15	1.08
	Overall Mean	3.26	

Source: Survey Data, 2019

Table (3.5) mentioned the highest mean score is 3.52 so that respondents consider that interior design and decoration is very important for them when they watching movies at cinemas. The second highest mean score is 3.31 for that odor in the movie hall which means the respondents consider if the smell in the movie hall is good, they will fully concentrate on showing movies and they will feel pleasant while movie time.

The lowest mean score is 3.03 which mentioned that respondents are not fully interested in the outside decoration of cinemas such as photo boost, waiting room and food court design because their main intention of going to cinemas is to watch movies. The overall mean is 3.26, it can be said that sensory appeal of Mingalar cinemas is positively influence on customer satisfaction of Mingalar cinemas in Yangon.

3.5.3 Price

The five questions included in price factor by using five value of Likert-type scale. The mean values of price factor are shown in Table (3.6).

Table 3.6 Price

No	Description	Mean	SD
1	Cinema ticket price	3.58	0.99
2	Food and beverage price	3.70	0.84
3	Pricing option compared to other cinemas	3.49	0.89
4	Best possible price plan that meet cinema customer needs	3.66	0.97
5	Cinema offers good value for money	3.49	1.03
	Overall Mean	3.59	

Source: Survey Data, 2019

Table (3.6) shows the highest mean value is 3.7 for food and beverage price. This could be due to the cinema customer believe the food and beverage price of Mingalar cinemas is affordable for them. Everyone knows snacks and movies cannot be seen separately because eating snacks while watching movies is enjoyable moment.

The lowest mean score value is 3.49 for that pricing options compared to other cinemas and cinema offers good value for money. This could be due to some Mingalar cinemas provide quality facilities with premium price (eg- Mingalar Gold Class Cinema, New Mingalar Cinemas) compared to other cinemas such as JCGV, Mega Ace, Red Radiance, etc. And then, some Mingalar cinemas such as Thadama, Waziyar, Shae Saung, and Mingalar Cinema (Thein Gyi Zay) which are old cinemas and their provided facilities are very old and unsophisticated at all. Therefore the respondents feel these cinemas' provided services are not worth to pay.

As overall mean is 3.59 which can be said that cinema customers assume that cinemas' price plans are affordable for them and this price factor positively influences on customer satisfaction of Mingalar cinemas in Yangon.

3.5.4 Core Services

This study used five questions for core service factor with five value of Likert-type scale. The mean values of core services factor are shown in Table (3.7).

Table 3.7 Core Services

No	Description	Mean	SD
1	Multiple screen and screening schedules	3.92	0.76
2	Ease of booking system and booking cancelling system	3.99	0.81
3	Highly efficient and productive staff	3.60	0.92
4	Prompt and quick service	3.51	1.15
5	Cinema visit is safe	3.90	0.69
	Overall Mean	3.78	

Source: Survey Data, 2019

According to Table (3.7), the highest mean value is 3.99 for that ease of booking system and booking cancelling system. This can be due to the respondents believe booking system of Mingalar cinemas is easily available to conduct because Mingalar cinemas provide online booking system by developing Mingalar Mobile app and other booking systems like box office booking and telephone booking. And booking cancelling can be completed by phoning box offices of Mingalar cinemas. These are very important for cinema customers who can be done these activities without going to cinemas by themselves. Therefore, they do not have to pay time for booking and cancelling.

The lowest mean score is 3.51 for that prompt and quick service. This is due to the respondents assume that they have to pay long time for queuing at box office ticketing and at food court. Some cinema staff are very slow to initiate action. Some of the old Mingalar cinemas are weak in housekeeping because of the tight screening schedules and old waiting room and toilets.

According to Table (3.7), the mean value of core services for all five questions are greater than the neutral score of 3. The overall core services mean is 3.78 which can be said that the core service factor positively influences on customer satisfaction of Mingalar cinemas in Yangon.

CHAPTER 4

ANALYSIS ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION IN MINGALAR CINEMAS IN YAGON

This chapter includes two sections. The first section is to analyze the factor influencing customer satisfaction of Mingalar cinemas in Yangon. The second section is to analyze effect of customer satisfaction on repurchase intention of Mingalar cinemas in Yangon.

4.1 Customer Satisfaction

In this study, the combination of five survey questions are used to explore the customer satisfaction of Mingalar cinemas. The result is shown in Table (4.1).

Table 4.1 Customer Satisfaction

No	Description	Mean	SD
1	Self-enjoyment on cinema	3.74	0.94
2	Pleasure to visit cinema	3.49	1.03
3	Wise choice to visiting the cinema	3.52	1.08
4	Satisfaction on expectations	4.13	0.83
5	Overall satisfaction on cinema	3.88	0.94
	Overall Mean	3.75	

Source: Survey data, 2019

Table (4.1) shows all five questions and their mean values and standard deviation of customer satisfaction. The overall mean value of customer satisfaction is 3.75 more than neutral score of 3. Consumer satisfaction of Mingalar cinema is good. The mean value of the satisfaction on expectations is 4.13 which means that the respondents think the provided cinema features and services such as cinema features, sensory appeal, price and core services that meet their expectations.

The mean value of wise choice to visiting the cinema has the lowest value score 3.52. The respondents think that visiting cinemas is no need to wise. They just

choose cinema according to films and provided services. Moreover, the feeling of wise itself appears due to some occasions. Eg. When the cinema customer accidentally consume quality service and this unexpected service is fully satisfied to them, at that time they will consider that their choice to visit this cinema was wise one.

4.2 Repurchase Intention

In this study, the combination of five survey questions are used to explore the repurchase intention of Mingalar cinemas in Yangon. The result is shown in Table (4.2).

Table 4.2 Repurchase Intention

No	Description	Mean	SD
1	Visiting cinema in the near future	3.55	0.80
2	Plan for visiting cinema in regular basics	4.01	0.79
3	Recommendation to others	3.59	0.91
4	First choice when watching movies	3.23	0.81
5	Top choice compared to other cinemas	3.96	0.68
	Overall Mean	3.67	

Source: Survey data, 2019

According to Table (4.2), which presented all five questions regarding to the mean values and standard deviation of repurchase intention. The total mean value of repurchase intention is 3.67 and it is larger than neutral score of 3. It can be assumed that the repurchase intention of Mingalar cinemas is strong. Plan for visiting cinema in regular basics has the highest mean value 4.01 because if the cinema provided services meet customer satisfaction, customer will satisfy and they will consider to revisit Mingalar cinema again. Another highest mean value is top choice compared to other cinemas with 3.96. The more the customers satisfied cinema services, the more the opportunities to purchase Mingalar cinema services again.

The mean value of first choice when watching movies is lowest score because there are many alternatives such as JCGV, Mega Ace, Red Radiance, etc. Sometimes each of these cinemas release the same films. At this time, the cinema customers choose according to the provided services of each cinemas. Moreover, sometimes the

movies shown in cinemas are different according to the movie choice of cinemas. If a released film is popular and highly demanded, the cinema tickets are sold out faster than unpopular films. At that time, cinema customers will choose the cinema where releases the movie they would like to watch.

4.3 Analysis on Factors Influencing Customer Satisfaction

This section includes about the analysis data of factors influencing on customer satisfaction. Linear regression method has been used to find out the detailed of these data. The result for this can be seen in Table (4.3).

Table 4.3 Analysis on Factors Influencing Customer Satisfaction

Variable	Unstandardized Coefficients		Beta	t	Sig.	VIF
	B	Std. Error				
(Constant)	.979	.297		3.281	.001	
Features of Cinema	.292***	.083	.249	3.503	.001	1.507
Sensory Appeal	.023	.056	.028	.408	.684	1.419
Price	-.014	.063	-.015	-.218	.828	1.464
Core Services	.431***	.077	.407	5.598	.000	1.576
R	0.589					
R Square	0.347					
Adjusted R Square	0.333					
F Value	25.868***					

Source: Survey data, 2019

*** Significant at 1% level, ** Significant at 5% level, *Significant at 10% level

According to Table (4.3), the specified model could explain about the variations of customer satisfaction of Mingaler cinema customers since the value of R square is almost 34.7 percent. The model can explain 33.3 percent about the variance of independent variable (customer satisfaction) and dependent variables (features of cinemas, sensory appeal, price, and core services) because adjusted R square is 0.333. It can be said that the power of the models used to explain the variables expected to affect customer satisfaction are slightly strong.

The Standardized Coefficient (Beta) indicates that three variables such as features of cinema, sensory appeal and core services (independent variable) have positive relationship with customer satisfaction (dependent variable) of this study. However, price variable has negative relationship with customer satisfaction.

This relationship is considered to be linear because of the F value test and overall significance of the model significant is at 1 percent level. As the VIF data, all the variables are less than 10 and it can assume that there is no multi-collinearity problems at respondent's survey. And this means that there is no correlation among independent variables. According to the result, core services is at the first place of importance for customer satisfaction. According to t-test result that explains the significant of coefficients; core services has most positive effect on customer satisfaction of Mingalar cinemas in Yangon.

The expected positive sign is for features of cinema variable on customer satisfaction. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of the features of cinema has more effect on cinema customer satisfaction. An increase in features of cinemas by 1 unit will also raise the effect on customer satisfaction by 0.292 units.

The expected positive sign is for core service variable on customer satisfaction. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of core services has more effect on customer satisfaction of Mingalar cinema customers. An increase in core services by 1 unit will also raise the effect on customer satisfaction by 0.431units. However, price variable does not have expected positive sign. The negative relationship means that the increase in price leads to more negative effect on customer satisfaction. The increase in price by 1 unit will decrease the effect on customer satisfaction by 0.14 units.

Features of cinema and core services are positively significantly effect on customer satisfaction. The significant contributor of cinema features on customer satisfaction are quality sound system, picture, seats, and comfortable seating arrangements in movies hall. Cinema customers mainly emphasize on the services provided in movies hall because they would like to experience enjoyable moment and they would like to be comfortable when movies times. And other features such as adequate parking area and convenience location are also considerable factors for

cinemas customers. The adequate free parking area is also demanded factor of cinema customers who usually go outside by cars. And, location is very important for all businesses. Customers also consider location factors when they choose product and services. Cinemas are recreation spots for people so that accessible location is highly contribute on customer satisfaction.

Moreover, core services has also significant effect on cinema customer satisfaction due to the varied choice of movies, variety of screening schedules, ease of booking and booking cancelling system, and safety environment. Cinema customer highly demand such core services because if the cinema shows the movies such as Hollywood movie, Myanmar movie and Bollywood movie, cinema customer may choose the favorite one from the showing movies. And then, variety of screening schedules may easily choose the screening schedule which convenience for cinema customers. Because of Online booking system, telephone booking system and telephone booking cancelling system, Mingalar cinemas customers can be done ticket booking and canceling without going to cinemas by themselves. Therefore, these cinema features and core services are significant factors that effect on customer satisfaction.

4.4 Analysis on Effect of Customer Satisfaction on Repurchase Intention

This section includes the analysis of the effect of customer satisfaction and repurchase intention. To know the detailed about the effect of customer satisfaction and repurchase intention, linear regression method has been used. The results can be seen in Table (4.4).

As shown in Table (4.4), the value of R square and adjusted R square are 35.9% and 35.5%. It can be said that the power of the models used to explain the variables expected to affect repurchase intention are slightly strong. The unstandardized coefficient (Beta) of customer satisfaction is 0.555 and has contribution to the effect of repurchase intention of Mingalar cinemas.

Table 4.4 Analysis on Effect of Customer Satisfaction on Repurchase Intention

Variable	Unstandardized Coefficients		Beta	t	Sig.	VIF
	B	Std. Error				
(Constant)	1.640	.201		8.176	.000	
Customer Satisfaction	.555***	.053	.599	10.519	.000	1.000
R	.599					
R Square	.359					
Adjusted R Square	.355					
F Value	110.656***					

Source: Survey data, 2019

*** Significant at 1% level, ** Significant at 5% level, *Significant at 10% level

The increase in customer satisfaction has the positive effects on repurchase intention of Mingalar cinema in Yangon. The value of F test, the overall significance of the models, turned out highly significant at 1% level. In accordance with VIF data, the customer satisfaction variables is less than 10. It shows that there is no multicollinearity problem in this case. And this means that there is no correlation among independent variables.

According to the result, customer satisfaction is positively significant effect on repurchase intention. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of customer satisfaction leads to positive impact on respondents' repurchase intention. An increase of customer satisfaction by 1 unit will also raise the effect on cinema customers' repurchase intention by 0.555 unit.

When the cinemas fulfill the cinema customer expectations by providing quality facilities and services, customers may satisfy and tend to repurchase previous cinema's product and services. As the result, respondents are willing to repurchase because provided cinema features, sensory appeal, price, core services factors influence on cinema customer satisfaction. Thus, their satisfaction reflect the repurchase intention of Mingalar cinemas in Yangon.

CHAPTER 5

CONCLUSION

This chapter presents the finding and discussion from analysis, suggestions and recommendation from the study of paper. This chapter also includes the need for further research for Mingalar cinemas in Yangon.

5.1 Findings and Discussions

This study aims to understand the influencing factors of customer satisfaction and repurchase intention of Mingalar cinemas in Yangon. This study gathered the primary data by distributing questionnaires to 200 respondents who have already experienced about Mingalar cinemas in Yangon. The primary data were collected by visiting four Mingalar Cinemas in Yangon. They were Mingalar Gold Class cinema (KER), Mingalar Gamone Pwint Cineplex, Top Royal cinema (Parami Sein Gay Har) and Thamada cinema respectively.

The profile of respondents involved gender, age, occupation and monthly income level. The respondents who age between 18 and 35 are the most proportion than the elder ones because they prefer to hang out with their friends and family and colleagues. And the most of the respondents are students and salaried workers who are willing to spend their money for recreation to release from exam stress and work stress. Most of the respondents' average income level is 200,001 to 400,000 who are the most frequently visit cinemas among all other cinema customers because they earn salaries and they have consumption power accordingly to the survey.

As per findings, the respondents' frequency of visiting cinema is once every two week. Some respondents are visiting once a week as per change movies in cinemas. And then, most of the respondents answered that they usually go to cinema with their friends and family on their free time. Other respondents answered they go to cinema with their colleagues, relatives and their boy or girlfriends respectively. And, there were respondents who like to watch movies alone but it was a partial amount. The weekends and public holidays were the most choices of respondents for

watching movies at cinemas. And the respondents mostly watch movies in the evening and at night.

Regarding the analysis on factors influencing on customer satisfaction, most of the respondents express high level of satisfaction concerned with core cinema services cinema customer consider the varied choice of movies, variety of screening schedules, ease of booking and booking cancelling system and safety are the main priority that must be provided by cinemas. And then the second highest satisfaction level of respondents concerned with features of cinemas such as sound and picture quality, seat quality and seating arrangements, waiting rooms, food court and toilets, free parking area and accessible location are highly demanded for convenience visit and comfortable movie time.

The sensory appeal likes design and decoration of cinemas, room temperature and odor, and grooming of staff are concerned the third highest satisfaction level of respondents because people are most likely to visit clean and maintained area especially cinemas that should not be dirty and messy place due to various movie schedules. The personal grooming of cinema staff also the highest factor because people want good grooming staff to serve them than the poor one. The final variable that resulted negative relationship with customer satisfaction is price. The price is still the factor that customer concern about the price should not expensive. According to survey data, respondents are more likely when the price is decreased, the satisfaction level of respondents tend to high.

The customer satisfaction of Mingalar cinemas is good. Customer want to experience best sound quality and screen experience. Mingalar cinemas are famous for its sound quality that is it's competitive advantage from competitors such JCGVs, Mega Ace, and Red Radiance. And most of Mingalar cinemas are modified and seat quality and seating arrangements in the movie hall are attractive and comfortable for cinema customer, these factors also lead to drive cinema customer satisfaction. The availability of free parking and accessible cinema locations also drive to customer satisfaction too. Moreover the efficient and productive staff who serves ticketing, body checking, selling snacks and cleaning cinema halls in time is concerned the factors that satisfied customer. Because of these strengths Mingalar cinema customers are less likely to choose other cinemas compared to Mingalar cinemas.

According to statistically analysis, influencing factors included features of cinemas, sensory appeal, prices and core services of Mingalar cinemas in Yangon. Among these variable core services and cinema features are most significant contribution to the customer satisfaction. However, price variable is negatively effect on customer satisfaction.

Moreover, customer satisfaction has positively effect on repurchase intention. In summary, repurchase intention is directed by customer satisfaction. The increase in customer satisfaction has the positively effects on repurchase intention of cinema customers of Mingalar cinemas in Yangon.

5.2 Suggestions and Recommendations

As per findings mentioned above, Mingalar cinemas are the most preferred movie halls in Yangon due to location factors. Due to the screen experience, sound quality, parking facility, housekeeping safety measure and customer service, Mingalar cinemas standouts amongst all the cinemas in Yangon. Digital sound quality is the main factor why respondents choose Mingalar cinemas and quality seats and comfortable arrangement are also considerable ones. But some respondents pointed out the some improvisation related areas of Mingalar cinemas.

Some Mingalar cinemas needs to improve in such area as need to display multiple screens, need to change old cushioned seats, there is further needs in housekeeping, and need to maintain temperature as well as odor in movie halls and one among that is price. Cinema service provider know pricing play a major role in buying behavior. According to this study, the price variable has negative relationship with customer satisfaction. Therefore, it is obvious that cinema customers expect more value than price. If the cinema service provider want to win the cinema customer hearts, they must create a unique value by themselves.

The efficient and productivity of staff can be seen how they keep the cinema clean after movies time and how the cinema customer having enjoy the movies with maximum clarity and quality. The result data showed new Mingalar cinemas meet the standard of housekeeping and services, but the old ones like Thamada cinema, Thwin cinema, and Their Gyi Zay cinema are still needed to improve in housekeeping

standards by cleaning movie hall regularly, using speed ticketing method and providing personal grooming training to cinema sales staff.

Waiting time in service industry can be considered a waste, waste may occur when the service delay, rework and unclear communication. Unclear communication leads to incorrect inventory, incorrect inventory leads to mistakes, when the mistakes come service providers need to rework. Rework leads to long processing schedules and cinema customers need to wait. Therefore, cinema is one of the service industry, Mingalar cinema should try to reduce waste factor by boosting up in ticketing speed and training cinema sales staff as mentioned above.

If the Mingalar cinemas could modify above mentioned factors in needed areas, customer will be more satisfied and increase in customer returns. For continuous improvement, managers should provide unexpected products and services to cinema customers that will lead to meet and beyond 100 percent customer satisfaction. There is no cinemas in Yangon who provide loyalty and membership program for cinema customers. Mingalar cinemas group should consider to provide such kinds of membership and loyalty program, Mingalar cinema customers will be more satisfied and Mingalar cinemas will be the first choice for them. And then, Mingalar cinemas group should introduce seasonal promotion and discount plan for cinema customer, this plan is also unique for customers and different from competitors.

Mingalar Cinemas should track the market trends and inspire the successful international cinemas to improve the services of Mingalar cinemas. And the other important thing is that Mingalar cinemas need to consistently maintain and improve the service quality because Mingalar cinemas group is now competing with the foreign brand like JCGV, and other local brands such as Mega Ace, Red Radiance and others. Better quality product and service reflect in creating customer satisfaction and increase in creating brand image.

Today's customers notice about brand image and they are willing to consider to pay for it. Because brand image has a high impact in customer consumption behavior. This is obvious that products with strong brand image can be assumed that they possess good quality instead of products with low brand image. Mingalar cinemas already built their brand name among competitors. Therefore, Mingalar

cinemas should maintain their brand name by maintaining and improving provided services for cinema customers. But delivering positive word of mouth and recommendation to others by Mingalar cinema customers are still weak.

Therefore, cinema service providers should create better quality service and the activities that would lead to create positive word of mouth such as holding press show of popular and famous movies, providing loyalty and membership program, choosing the latest popular movies and offering promotion and discount for cinema customers to satisfy them and build loyalty.

5.3 Needs for Further Research

This study gathered 200 respondents only from four Mingalar cinemas in Yangon and further study could be collected with larger sample size at other cinemas around Myanmar so that suitable with the number of cinemas customers in Myanmar. Moving further, the findings of this study are based on one industry and they may not be directly applicable to other industries and more research is needed to take a broad view the results.

This study only focuses on influencing factors on customer satisfaction and repurchase intention of Mingalar cinemas in Yangon. And the future research could also take into account issues like: customer loyalty, actual purchase, consumer behavior and attitudes on cinemas. This study focused only on four influencing factors that include features of cinema, sensory appeal, prices and core services factors. More studies are necessary for other possible influencing factors like: customer demographic factors, economic factors, and social factors can be applied.

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Appendix – 1

Questionnaire

Factors Influencing Customer Satisfaction of Mingalar Cinemas in Yangon

This is a survey to find out factors influencing customer satisfaction and repurchase intention of Mingalar Cinemas in Yangon. This survey is for educational research purpose only. This will take a few minutes and all responses will be kept strictly confidential. Thank you for your participation.

Section (A): Demographic Profile of the Respondents

1. Gender

Male

Female

2. Age

18-25 years

26-35 years

36-45 years

46 years and above

3. Occupation

Student

Self-Employed

Salaried Worker

Dependent

4. Monthly Average Income

Under 200000

- 200001-400000
- 400001-600000
- 600,001- 800,000
- 800,001- 1,000,000
- More than 1,000,001

Section (B): The Consumption Behavior of Cinema Customers

5. How often do you watch movie in cinema?

- Once a week or more
- Once every two weeks
- Once a month
- Less than ten times a year
- Rarely

6. You come to the cinema with

- Friends
- Family
- Colleagues
- Other (Please Specify-----)

7. You usually go to cinemas on

- Weekdays
- Weekends
- Public Holidays
- Others

8. When do you watch movies in cinema?

- In the morning
- In the evening
- At night

Section (C): Factors Influencing on Customer Satisfaction

Please tick in the box to indicate how agreeable you are with the following statements
(1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

I. Features of Cineplex

No.	Statement	1	2	3	4	5
9	Cinema provides the best digital sound quality and excellent screen experience with quality picture.					
10	Seat quality (cushioned, cup holder availability) and seating arrangements in movie hall are good and comfortable.					
11	Cinema provides clean and maintained food court, waiting room and toilet.					
12	Cinema provides adequate free parking area.					
13	Cinema location is convenience to visit.					

II. Sensory Appeal

No.	Statement	1	2	3	4	5
14	The interior design and decoration of the cinema are visually appealing.					
15	The temperature in movie hall is fair.					
16	Odor in the movie hall is good.					
17	The design and decoration outside from					

	movie hall are very attractive. (photo boost, waiting room, food court, etc.)					
18	Cinema staff are neat, clean and appropriately dressed.					

III. Price

No.	Statement	1	2	3	4	5
19	Cinema ticket price is reasonable.					
20	Food and beverage prices are also reasonable.					
21	Cinema provides superior pricing options compared to other cinemas.					
22	Cinema offers the best possible price plan that meet my needs.					
23	Cinema offers good value for money.					

IV. Core Services

No.	Statement	1	2	3	4	5
24	Cinema provides varied choice of movies (Myanmar, Hollywood, Bollywood, Cartoons, etc) with multiple screens and offers variety of screening schedules.					
25	Cinema provides ease of booking system and booking cancelling system (not only box office booking, phone booking, but also online booking.)					
26	Cinema provides highly efficient and productive staff. (eg-kept clean cinema hall after the show time)					
27	Cinema provides prompt and quick service.					
28	A cinema visit is safe. (Well-trained security, emergency exit, fire extinguisher, etc.)					

Section (D): Customer Satisfaction and Repurchase Intension

Please tick in the box to indicate how agreeable you are with the following statements
(1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

I. Customer Satisfaction

No.	Statement	1	2	3	4	5
29	I really enjoyed myself at this cinema.					
30	I am pleased that I have visited this cinema.					
31	My choice to visit this cinema was a wise one.					
32	The cinema features and services of this cinema fulfill my expectation.					
33	Overall my experiences, I am satisfied about this cinema.					

II. Repurchase Intension

No.	Statement	1	2	3	4	5
34	I would visit this cinema in the near future.					
35	I plan to visit this cinema in regular basics.					
36	I would recommend this cinema to my friends and others.					
37	When I watch a movie, I consider Mingalar Cinema will be my first choice.					
38	I will likely to choose Mingalar Cinema even I have the alternatives of other cinema.					

Appendix – II

Regression Analysis Result of Influencing Factors on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 ^a	.347	.333	.48226	1.996

a. Predictors: (Constant), CoSMean, SAMean, PMean, CFMean

b. Dependent Variable: CSMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.065	4	6.016	25.868	.000 ^b
	Residual	45.352	195	.233		
	Total	69.417	199			

a. Dependent Variable: CSMean

b. Predictors: (Constant), CoSMean, SAMean, PMean, CFMean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.975	.297		3.281	.001		
CFMean	.292	.083	.249	3.503	.001	.664	1.507
SAMean	.023	.056	.028	.408	.684	.705	1.419
PMean	-.014	.063	-.015	-.218	.828	.683	1.464
CoSMean	.431	.077	.407	5.598	.000	.635	1.576

a. Dependent Variable: CSMean

Appendix – III

Regression Analysis Result of Customer Satisfaction on Repurchase Intention of Mingalar Cinemas in Yangon

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.599 ^a	.359	.355	.43985	1.669

a. Predictors: (Constant), CSMean

b. Dependent Variable: RIMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.408	1	21.408	110.656	.000 ^b
	Residual	38.307	198	.193		
	Total	59.715	199			

a. Dependent Variable: RIMean

b. Predictors: (Constant), CSMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.640	.201		8.176	.000		
	CSMean	.555	.053	.599	10.519	.000	1.000	1.000

a. Dependent Variable: RIMean