Satisfaction, Trust, And Revisit Intention At Cinema XXI In Samarinda: The Role Of Physical Environment, Enjoyment, And Customer Experience

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Abstract:
This study aims to determine the effect of Physical Environment, Enjoyment and Customer Experience on Satisfaction, Trust and Revisit Intention of Samarinda XXI Cinema visitors.
The next phenomenon in this study found several results of research conducted by previous researchers which were published in international journals related to the variables of physical environment, pleasure, customer experience, satisfaction, and trust in the variable interest in repeat visits. There are several research results that prove that there is a significant relationship to the variables of satisfaction, trust and intention to return, and there are also research results that prove that there is no significant relationship to the variables of satisfaction, trust and intention to return.
The approach method in this study is quantitative by combining path analysis and applying SPSS software, Structural Equation Modeling (SEM) software, and AMOS software. From a number of visitors to Samarinda XXI Cinema, the number of samples used is research is 126 respondents with a Likert scale questionnaire measurement. This research is also equipped with the results of validity and reliability tests, estimation tests and structural model fit tests.
Based on the structural model, it can be proven that the Physical Environment, Enjoyment, Customer Experience have a significant effect on Satisfaction. Physical Environment has a significant effect on Trust, Satisfaction has a significant effect on Trust, Satisfaction and Trust has a significant effect on Revisit Intention. Enjoyment, and Customer Experience have no significant effect on Trust, Physical Environment, and Enjoyment. Customer Experience has no significant effect on Revisit Intention
Key Word: Physical Environment, Enjoyment, Customer Experience, Satisfaction, Trust, Revisit Intention, Cinema XXI Cinema

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I.   Introduction

The development of the Indonesian film entertainment industry, especially cinema, has begun to attract a lot of attention from the public, because cinemas offer a different atmosphere and experience to consumers. And with the increasing number of films showing in cinemas, the competition between similar companies is increasing, both between one cinema company and another. So they try to perfect the quality of the entertainment services offered to suit the wants and needs of consumers.

Therefore, the interest in visiting again becomes something important for a company engaged in the entertainment industry. Because interest in visiting again is one of the keys to winning the competition in the entertainment industry business. The level of competition between cinema companies is quite tight, as Cinema XXI is in the first category in the entertainment industry with the largest number of cinema units. In 2020 Cinema XXI cinemas have the most screens and cinema halls in Indonesia compared to Cinemaxx.

Along with the development of the cinema business in Indonesia Currently, the largest cinema network in Indonesia is Cinema XXI, which has cinemas spread across thirty cities on the islands of Sumatra, Java, Kalimantan, Bali, Sulawesi, Maluku and Papua.

in 2020 the number of screens and cinema data in Indonesia, namely Cinema XXI, is the cinema that has the most screens and cinema buildings in Indonesia compared to other networks such as CGV and Cinemaxx. Along with the development of the cinema business in Indonesia Currently, the largest cinema network in Indonesia is Cinema XXI, which has cinemas spread across thirty cities on the islands of Sumatra, Java,

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Kalimantan, Bali, Sulawesi, Maluku and Papua. Cinema XXI cinemas in big cities continue to increase throughout Indonesia. Likewise, in Samarinda there are 4 Cinema XXI locations in Samarinda, namely Samarinda Square, Samarinda Central Plaza, Big Mali Samarinda and City Centrum. The Cinema XXI cinema in Samarinda City, which is in Big Mali, is the most visited by various circles of the surrounding community. Strategic location and easy to reach. Big Mali Samarinda offers entertainment services with added value in the form of an elegant atmosphere, physical building facilities and attractive interior design. Every year there are types of films from various genres that are shown at the Cinema XXI Cinema and attract the public's interest to visit the Cinema.

In first place in 2019 the film Dilan 1991 by number of viewers a total of 5,253,411, in the first place in 2020 the film Milea: Suara dari dilan fell with a total audience of 3,157,817, and in the first place in 2021 for the film Makmum 2 Lagi it decreased with a total audience of around 1,764,372. There are various factors that have caused the number of moviegoers to decline, including declining income so that people prioritize their basic needs, besides that at the beginning of 2020 the emergence of Covid-19 resulted in a quarantine which forced cinemas to close. Until now, in 2022, cinemas in Indonesia have started operating again. The exposure of the variables used in this study are referred to from previous studies. Along with the development of the cinema business in Indonesia Currently, the largest cinema network in Indonesia is Cinema XXI, which has cinemas spread across thirty cities on the islands of Sumatra, Java, Kalimantan, Bali, Sulawesi, Maluku and Papua.

Cinema XXI cinemas in big cities continue to increase throughout Indonesia. Likewise, in Samarinda there are 4 Cinema XXI locations in Samarinda, namely Samarinda Square, Samarinda Central Plaza, Big Mali Samarinda and City Centrum. The Cinema XXI cinema in Samarinda City, which is in Big Mali, is the most visited by various circles of the surrounding community. Strategic location and easy to reach. Big Mali Samarinda offers entertainment services with added value in the form of an elegant atmosphere, physical building facilities and attractive interior design. Every year there are types of films from various genres that are shown at the Cinema XXI Cinema and attract the public's interest to visit the Cinema.

The variable used in this study that influences revisit intention is the physical environment or the physical environment is another aspect in which a restaurant can build its competitive advantage. The physical environment consists of all the tangible and intangible elements that exist inside and outside the restaurant. To improve the physical environment, restaurant managers must invest substantially in interior design; decoration, floor cleaning, and other accessories, because these expenses are the most important investment to attract customers Azim et al., (2014). From this understanding, we can relate it to the Cinema XXI Cinema, where as we know that the choice of interior design, temperature comfort, and physical cleanliness of the Cinema XXI Cinema is very classy, so that the physical environment can affect revisit intentions. Then there is the enjoyment variable or enjoyment of the pleasure of a service which is defined according to Venkatesh et al., (2012) considers the enjoyment felt as "fun, entertainment pleasure, or pleasure obtained from the use of technology" and found a significant impact on consumer technology acceptance. From this understanding it can be concluded that for the happy feelings of consumers when visiting the Cinema XXI Cinema, consumers will revisit the Cinema XXI Cinema. Therefore, enjoyment affects revisit intention

The variable customer experience or customer experience is defined as direct or indirect client exposure to service processes, companies, facilities and customer interaction methods with companies and other customers Walter et al., (2010). From this understanding it can be concluded that the experience felt by customers as a result of visiting the Cinema XXI Cinema will influence customers to return to visit. As for the variable satisfaction or satisfaction is defined as a pleasant level when customers buy products or receive services to meet their needs and goals Oliver R (1997). From this understanding it can be concluded that customer satisfaction after getting service quality or good service quality from the Cinema XXI Cinema, customers will decide to return to visit the Cinema. It is clear that satisfaction affects revisit intention

When customers have trust in a company, this will build trust. According to Pavlou & Fygenson (2006), trust is defined as the buyer's belief that the seller will behave properly, competently, and ethically. This happens because visitors or viewers of Cinema XXI Cinema believe that their privacy is protected, and Cinema XXI Cinema will maintain their privacy. This line shows that trust affects revisit intention. In this study, there are mediating or connecting variables between exogenous and endogenous variables. These variables are called intervening variables. Intervening variables are variables that are influenced by exogenous variables as well as endogenous variables. There are 2 (two) intervening variables in this study, namely satisfaction and trust variables.

II.   Research Methods

The research method used is a survey method by interviewing respondents who were met during   a visit or when they finished watching at the Cinema XXI Cinema in Samarinda. Referring to the calculation of the minimum number of samples, the samples in this study were 126 samples. Accidental sampling technique, is the technique used in sampling in this study. There are three types of variables used in this study, namely exogenous variables, intermediate variables and endogenous variables. The exogenous variables in this study consist of physical environment variables X1, enjoyment X2, customer experience X3. Variables that act as intermediate

variables (intervening variables) where these variables are influenced by exogenous variables and variables and so on affect endogenous variables. In this study the intervening variables were satisfaction (Y1) and trust variables (Y2)

Meanwhile, the endogenous variable or the final variable that is affected but does not affect it in this study uses the variable Y3 revisit intention

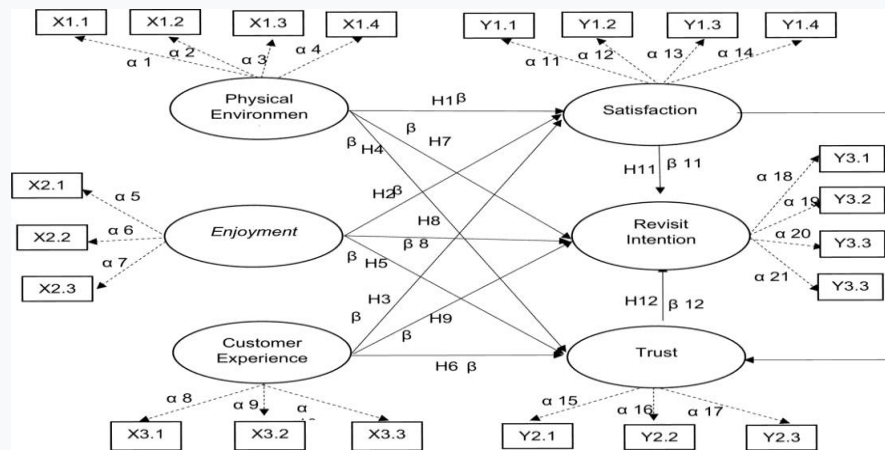The following is the conceptual framework used as a research model

Figure 1. Conceptual Framework

Based on the conceptual framework above, a structural equation can be made as follows:
1. Confirmation equation
i. Reflective Physical Environment (X1).
X1.1 = o1X1 + e1
X1.2 = a2X1 +e2
X1.3 = 03X1 +e3
X1.4 = 04X1 +e4
ii. Enjoyment (X2) Reflective
X2.1 =o5X2 + e5
X2.2 = o6X2 + e6
X2.3 = o7X2 + e7
iii. Reflective Customer Experience (X3).
X3.1 = o8X3 + e8
X3.2 = o9X3 + e9
X3.3 = o10X3 + e10
iv. Satisfaction (Y1) Reflective
Y1.1 =o11Y1+e11
Y1.2 = o12Y1+e12
Y1.3 = 011Y1+e13
Y1.4 = o14Y1+e14
v. Trust (Y2) Reflective
Y2.1 =o15Y2+e15
Y2.2 = O16Y2 + e16
Y2.3 = a17Y2 + e17

vi. Revisit Intention (Y3) Reflective
Y3.1 =a19Y3+e18
Y3.2 = a19Y3 + e19
Y3.3 = a20Y3 + e20
Y3.4 = a21Y3+e21
2. Structural Equation or Structural Equation
Formulated to express the causal relationship between various constructs. The structural equation model is as follows:
Satisfaction (Y1) = P1X1+£2X2+ P3X3+e22
Trust (Y2) = P4X1+P5X2+ £6X3+P7Yl+e23

Revisit Intention (Y3) = |38X1+|39X2+ p10X3+p1 lYl+|3l2Y2+e24

III. Result

Test the validity and reliability of each item tested declared valid with a value of Pearson Correlation (r) greater than 0.30 or (r > 0.30). And the items tested are declared reliable if the Cronbach-Alpha value for each variable is greater than 0.60, which can be seen in table number one as follows:

Table 1
Pilot Test Results (Validity and Reliability)

Variable	Indicator	Code	Correlation Coefficient	information	Reliability
X1 *Physical Environment*	*Temperature*	X1.1	0.887	Valid	0.813 (Reliabel)
	Clean	X1.2	0.826	Valid	
	Interior design	X1.3	0.716	Valid	
	colours	X1.4	0.794	Valid	
X2 *Enjoyment*	*Kesenangan*	X2.1	0.813	Valid	0.711 (Reliabel)
	Consolation	X2.2	0.856	Valid	
	Enjoyment	X2.3	0.720	Valid	
X3 *Customer Experience*	*Feel*	X3.1	0.798	Valid	0.702 (Reliabel)
	Think	X3.2	0.773	Valid	
	Relate	X3.3	0.810	Valid	
Y1 *Satisfaction*	*Satisfied*	Y1.1	0.853	Valid	0.800 (Reliabel)
	Happy	Y1.2	0.764	Valid	
	Choice to choose	Y1.3	0.808	Valid	
	Service Quality	Y1.4	0.771	Valid	
Y2 *Trust*	*Ability*	Y2.1	0.791	Valid	0.645 (Reliabel)
	Privacy protection	Y2.2	0.854	Valid	
	Reputation	Y2.3	0.668	Valid	
Y3 *Revisit Intention*	*Come Back*	Y3.1	0.881	Valid	0.720 (Reliabel)
	Consider revisiting	Y3.2	0.831	Valid	
	Recommend	Y3.3	0.619	Valid	
	Positif things	Y3.4	0.633	Valid	

Source: Questionnaire results were processed by SPSS

By using SPSS, it can be found that all items in the questionnaire are valid and reliable. From Table 1 it can be observed that all Cronbach's alpha values are greater than 0.6, indicating that all the instruments used in the study
reliable. Subsequent analysis involves testing the hypothesis using the AMOS SEM.

Table 2
Goodness of Fit Index (Model Feasibility Testing Index)

Goodness of Fit index	Cut off Value
X2-chi-square	<df dengan a =0,05
Significancy Probability	>0,05
RMR	<0,10
RMSEA	<0,08
GFI	>0,90
AGFI	>0,90
CMIN/DF	<2,00
TLI	>0,95
CFI	>0,95

Source: Questionnaire results were processed by AMOS

Based on Table No. 2, the results of the Goodness of Fit Index test meet the Cut of Value of several

parameters, namely Probability of Significance, RMR, RMSEA, GFI, CMIN/DF, TLI, and CFI.
Thus, it can be concluded that the research model used is fit and very appropriate
for further analysis.

Table 3
Results of Hypothesis Testing

Variable	Standardized Coefficient Path	C.R (Critical Ratio)	Probability	Information
X1-Y1		2.525	0.012	Signifikan
X2-Y1	0.299	2.940	0.003	Signifikan
X3-Y1	0.611	3.513	***	Signifikan
X1-Y2	0.307	2.170	0.030	Signifikan
X2-Y2	0.181	1.648	**0.099**	Not Significant
X3-Y2	0.218	1.298	**0.194**	Not Significant
Y1-Y2	0.472	2.667	0.008	Signifikan
X1-Y3	-0.118	-0.887	0.375	Not Significant
X2-Y3	0.000	0.003	0.998	Not Significant
X3-Y3	0.015	0.092	0.927	Not Significant
Y1-Y3	0.426	2.015	0.044	Signifikan
Y2-Y3	0.546	2.149	0.032	Signifikan

Source: Questionnaire results were processed by AMOS

IV.   Discussion

Influence *enjoyment* (X2) to *satisfaction* (Y1)
        The Enjoyment variable has a significant positive effect on the XXI cinema visitor satisfaction variable. Based on the relationship between these variables, it can be interpreted that visitors to cinema XXI in Samarinda feel comfortable and feel entertained when watching performances at cinema XXI so that visitors feel satisfied.
        The coefficient value of enjoyment and satisfaction parameters has a significant effect with a positive direction of 0.299 or the level of closeness between pleasure and satisfaction reaches 30%. In addition, the value of the Critical ratio (CR) of the pleasure variable to the satisfaction variable is greater than ± 1.96. A significant value can be proven with a probability that is smaller than the error rate (a) set, which is 0.05. Based on the results of these measurements it can be concluded that enjoyment has a significant positive effect on visitor satisfaction at the XXI Cinema in Samarinda. The loading factor value of the greatest pleasure variable is comfort with a value greater than the term error value of 0.5. This shows that the consolation indicator has a level of truth as a measure of the enjoyment variable and the variable that is affected is the satisfaction variable with a value greater than the error term, namely 0.5. This proves that the satisfied indicator has a level of truth as a measure of the satisfaction variable.

Influence *enjoyment* (X2) to *Trust* (Y2)
        The results of the discussion show that the enjoyment variable has a positive but not significant effect on the trust variable. This can be illustrated by the results of the pleasure parameter coefficient on trust showing the level of closeness of the relationship between pleasure and trust variables of only 18%. Based on the results of the Critical ratio (CR) the pleasure variable to trust is greater than ± 1.96. In addition, significant results can also be seen from the probability (p-value) which is greater than the error rate (o) which is set at 0.05. This shows that pleasure has no significant positive effect on the trust of XXI Cinema visitors in Samarinda.
        The highest loading factor value for the enjoyment variable is a comfort indicator with a weight value of 0.883 greater than the error term value of 0.5, meaning that the enjoyment variable is reflected in the comfort indicator. This shows that the consolation indicator has a level of truth as a measure of the pleasure variable of 88% and the variable that is affected is the trust variable. with a value greater than the error term, namely 0.5. This can be illustrated that the reputation indicator has a level of truth as a measure of the trust variable.

Influence *enjoyment* (X2) to *Revisit Intention* (Y3)
        Based on the results of hypothesis testing discussed in the previous chapter, the eighth hypothesis is suspected that enjoyment has no significant effect on revisit intention in Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis cannot be accepted because the results obtained do not meet the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value

The results of the calculation of the coefficients of pleasure and intention to return show that the closeness value between the variables of pleasure and intention to return is 00%. The results of the Critical ratio (CR) of the pleasure variable to the interest in visiting again are greater than $\pm$ 1.96. Significant results can also be seen from the probability (p-value) obtained that is greater than the error rate (o) which is set at 0.05. This shows that enjoyment has no significant effect on the intention to revisit the XXI Cinema visitors in Samarinda.

Influence *Physical Environment* (X1) to *Satisfaction* (Y1)

Based on the results of hypothesis testing discussed in the previous chapter, the first hypothesis is that it is suspected that the physical environment has a significant effect on visitor satisfaction at Cinema XXI Cinemas in Samarinda. The result is that the hypothesis can be accepted because the results obtained have met the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

The results of calculating the coefficient of the physical environment parameter on satisfaction show that there is a significant influence with the level of closeness between the physical environment variables on satisfaction by 30%. Based on the Critical ratio (CR) of the physical environment variable on satisfaction is greater than $\pm$ 1.96. In addition, significant results can also be seen from the probability (p-value) which is smaller than the error rate (o) which is determined at 0.05. With this probability level condition, it shows that the physical environment has a significant positive effect on visitor satisfaction at the Cinema XXI Samarinda Cinema.

In terms of the loading factor value of the largest physical environment variable, it is greater than the error term value, which is 0.5. On this basis, the physical environment variable influences the satisfaction variable with a value greater than the error term, namely 0.5. Based on the discussion that has been described above, it states that the physical environment variable has a significant positive effect on the variable of visitor satisfaction at cinema XXI in Samarinda.

Influence Physical Environment (X1) to Trust (Y2)

Based on the results of testing the hypothesis discussed in the previous chapter, the fourth hypothesis is that it is suspected that the physical environment has a significant effect on trust in Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis can be accepted because the results obtained have met the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

The coefficient values of the physical environment parameters and trust have a significant effect in the sense that the level of closeness of the physical environment variables and trust is also high. The Critical ratio (CR) value of the physical environment variable to trust is greater than $\pm$ 1.96. In addition, the result of the probability (p-value) is smaller than the specified error rate (o) of 0.05. From the description of the parameter values above, it can be concluded that the physical environment has a significant positive effect on the trust of Cinema XXI Cinema visitors in Samarinda. The highest loading factor of the physical environment variable is the color indicator with a weight of 0.8 or greater than the error term. It can be concluded that the color indicator has a level of truth as a measure of the physical environment variable and the variable that is affected is the trust variable with the reputation indicator having the highest weight.

Based on the discussion described above, it can be stated that the physical environment variable has a significant positive effect on the trust variable, especially as reflected in the reputation indicator for Samarinda XXI cinema visitors. It can be concluded that the trust variable with the reputation indicator of Cinema XXI Cinemas influences the environment of Cinema XXI Cinemas.

Influence Physical Environment (X1) to Revisit Intention(Y3)

Based on the results of hypothesis testing discussed in the previous chapter, the eighth hypothesis is that it is suspected that the physical environment has no significant effect on revisit intention of Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis cannot be accepted because the results obtained do not meet the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

Based on the calculation of the parameter coefficient between the physical environment and revisit intention, it shows a value of -0.118, which means that the level of closeness between the physical environment variables and revisit intention is 11%.

The Critical ratio (CR) value of the physical environment variable on the intention to return is greater than $\pm$ 1.96. Significant results are also shown by the probability (p-value) that is greater than the error rate (o) which is set at 0.05. Thus it can be said that the physical environment has no significant negative effect on the intention to return to Cinema XXI visitors.

Influence Experience (X3) to Satisfaction (Y1)

Based on the results of hypothesis testing discussed in the previous chapter, the third hypothesis is that it is suspected that customer experience has a significant effect on Satisfaction in Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis can be accepted because the results obtained have met the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

The coefficient value of customer experience and satisfaction shows a significant positive effect with a value of 0.611 or the closeness level of customer experience and satisfaction variables is 61%. Statistical test results, the value of the Critical ratio (CR) of the customer experience variable on satisfaction is ± 1.96. Significant results can also be seen from the probability (p-value) of 0.000 which is smaller than the error rate (a) specified at 0.05. this shows that customer experience has a significant positive effect on satisfaction in Cinema XXI Cinema visitors in Samarinda.

The highest loading factor for the customer experience variable is the feel indicator with a value greater than the error term value of 0.5. This shows that the feel indicator has a high level of respect as a measure of the customer experience variable reaching 63% and the variable that is affected is the satisfaction variable with a value or weight greater than the error term, namely 0.5. This shows that the satisfaction indicator has a level of truth as a description of the satisfaction variable which reaches 84%.

Based on the discussion described above, the customer experience variable has a significant positive effect on the satisfaction variable for cinema XXI visitors and has a pleasant level of experience so that they feel satisfied when watching cinema XXI in Samarinda.

Influence Experience (X3) to Trust (Y2)

Based on the results of hypothesis testing that has been discussed in the previous chapter, the sixth hypothesis is suspected that customer experience has no significant effect on trust in Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis cannot be accepted because the results obtained do not meet the requirements. Whether it is said to be significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

The coefficient value of customer experience and trust parameters with a value of 0.218 and a closeness level of 21%. This shows that there is no significant effect between customer experience and trust. Based on the results of statistical tests, the Critical ratio (CR) value of the customer experience variable to trust is 1,298 which is greater than ± 1.96. Significant assessment results can also be proven by a probability value (p-value) that is greater than the error rate (o) which is set at 0.05. It can be concluded that customer experience has no significant effect on the trust of XXI Cinema visitors in Samarinda

The highest loading factor of the customer experience variable is on the feel indicator with a value or weight greater than the error term value of 0.5. This shows that the feel indicator has a level of truth as a measure of the customer experience variable which reaches 63% and the variable that is affected is the trust variable with a value or weight greater than the error term, namely 0.5. This shows that the reputation indicator has a truth level of up to 68% as a measure of the trust variable.

Based on the discussion above, it can be concluded that the customer experience variable which is reflected in the feel indicator has no significant effect on the trust variable which is reflected in the reputation indicator for cinema XXI visitors in Samarinda

Influence *Experience* (X3) to *Revisit Intention* (Y3)

Based on the results of hypothesis testing that has been discussed in the previous chapter, the ninth hypothesis is suspected that Customer Experience has no significant effect on revisit intention of Cinema XXI Cinema Visitors in Samarinda. The result is that the hypothesis cannot be accepted because the results obtained do not meet the requirements. Whether it is significant or not can be seen from the C.R value or the Critical Ratio value and can be seen from the p-value or probability value.

The coefficient value of the customer experience parameter and intention to return shows no significant effect with a value of 0.015 or has a close relationship of only 15%. The value of the Critical ratio (CR) of the customer experience variable on trust is greater than ± 1.96. The significant level of relationship between these variables can also be seen from the probability (p-value) of the error rate (o) which is set at 0.05. This can be illustrated that customer experience has no significant effect on the intention to revisit Cinema XXI Cinema visitors.

The highest loading factor value of the customer experience variable is on the feel indicator with a value or weight greater than the error term value of 0.5. This shows that the feel indicator has a 63% truth level as a measure of the customer experience variable and the variable that is affected is the intention to return with a value greater than the error term, which is 0.5.

Based on the discussion described above, it states that the customer experience variable reflected in the feel indicator has no significant effect on the intention to return to cinema XXI in Samarinda.

Influence *Satisfaction* (Y1) to *revisit Intention*(Y3)

The results of testing the eleventh hypothesis suggest that satisfaction has a significant effect on the intention to return to Cinema XXI in Samarinda. This hypothesis can be accepted because the results obtained have fulfilled the requirements, where the value of the Critical Ratio can be seen from the probability value.

The coefficient value of the satisfaction parameter with the return visit variable is 0.426 which indicates a significant influence with a degree of closeness of the relationship of 42%. between satisfaction and intention to return. On the other hand, the value of the Critical ratio (CR) of the satisfaction variable for intention to return is greater than ± 1.96. The significant level can also be seen from the probability value (p-value) which is smaller than the error rate (a) which is determined at 0.05, this indicates that satisfaction has a significant effect on the intention to return to visitors to Cinema XXI in Samarinda

The highest loading factor value in the satisfaction variable is an indicator of satisfaction with a value greater than the error term value, namely 0.5, meaning that the satisfaction indicator is a reflection of the satisfaction variable with a truth level of 84% as a measure of the satisfaction variable and the variable that is affected is the return intention variable with a value greater than the term error, namely 0.5. Shows that the come back indicator has a 68% level of truth as a variable measure of intention to return.

Based on the results of the discussion above, the satisfaction variable reflected in the satisfaction indicator has a significant effect on the return visit intention variable for cinema XXI visitors in Samarinda.

Influence *Trust* (Y2) to *Revisit Intention*(Y3)

The results of testing the hypothesis that trust has a significant effect on the intention to return to Cinema XXI Visitors. The results of the hypothesis can be accepted because it can be seen from the value or value of the Critical Ratio and can also be seen from the probability value.

The coefficient value for the parameter variable trust and the intention to return variable is 0.546 indicating a significant influence and the level of closeness of the relationship is 54%. Based on the value of the Critical ratio (CR) variable of confidence in the intention to return which is greater than ± 1.96. The relationship with a significant level is also seen in the probability value (p-value) which is smaller than the error rate (o) which is determined at 0.05, so that the trust variable has a significant effect on the intention to return to the cinema XXI variable.

The highest trust variable loading factor value is a reputation indicator with a value greater than the error term value, so that the trust variable is reflected in the reputation indicator. The level of truth as a variable measure of satisfaction is 68% which is reflected in the reputation indicator, and directly affects the intention to return to visit Cinema XXI.

V.   Conclusion

This study can modify the model after statistical tests which show that the relationship between each variable has a significant influence, namely the relationship between enjoyment variables on satisfaction variables, enjoyment variables on Trust, Physical Environment variables on Satisfaction, Physical Environment variables on Trust, Experience variables on Satisfaction variables, Satisfaction variables on Trust variables, variables Satisfaction to the revisit Intention variable, Trust variable to the Revisit Intention variable. While the relationship between variables that have a relationship that does not have a significant effect is enjoyment variable on Revisit Intention, Effect of Physical Environment on Revisit Intention, Experience variable on Trust, Experience variable on Revisit Intention.

Modification of the model in this study is not significant relationship indicated by the loss of the line of relationship between exogenous variables with endogenous variables and intervening variables. That

The following is a modification of the model from the study:
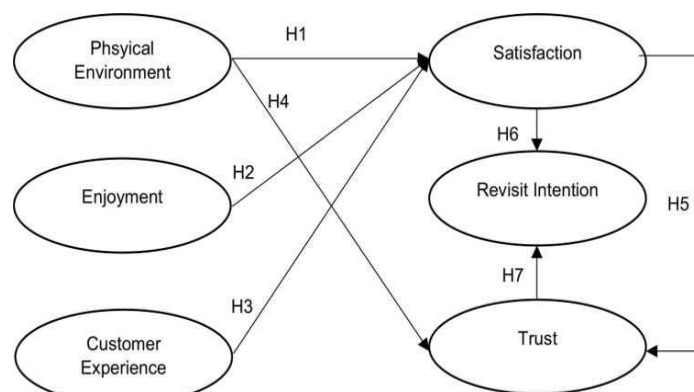
Figure 2. Modification of the Research Model

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