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Analysis The Impact of E-Service Quality on E-Customer Satisfaction in Cinema Ticket Booking Application

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Abstract

Advancements in technology and the widespread availability of information has made everything easier and more efficient for us to obtain. Innovation in the application of movie ticket booking technology can attract buyers as it is considered to facilitate users in ticket booking transactions. Cinema networking service providers offer various features and information on their applications such as movie listings, showtimes, seat selection, and payment options to attract a positive image and trust. In order to enhance user satisfaction, service providers must also improve the quality of the services provided. This research aims to examine the influence of service quality on user satisfaction. Data collection was conducted through questionnaires distributed to respondents and the data processing technique used is SmartPLS (Smart Partial Least Squares) to analyze the measurement and structural models. The method used is E-Service Quality with indicators of seven dimensions are Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, and Contact along with the external variable of Security. The results revealed that the hypothesis testing conducted for all indicators shows the value of T-Statistics > 1.96, the value of P-Values < 0.05, and the value of R-Square above 0.33 indicated a moderate classification of the influence of E-Service Quality on the E-Customer Satisfaction of the cinema ticket booking application.

Keywords: E-Service Quality, E-Customer Satisfaction, Cinema Ticket Booking, The Influence of E-Service Quality

I. INTRODUCTION

THE entertainment industry is rapidly evolving alongside technological advancements. One of them is the film industry has witnessed significant advancements due to the rapid development of digital technology, visual effect (VFX), and computer-generated imagery (CGI). Cinemas have become one of the most visited entertainment venues at present [1]. This is evident from data provided by Databoks, stating that the number of cinema-goers in Indonesia has been increasing each year. In 2017, the number of cinema-goers increased by 14.7% compared to the previous year, reaching 37.2 million viewers. Furthermore, from 2018 to 2019, the number of cinema-goers increased by 15.4%, reaching 60 million viewers in 2019 [2].

Technology plays a crucial role in human life. With the advancement of technology, humans have a close relationship with the internet. All sources of information can be obtained solely through the Internet. One widely used application of the internet is e-ticketing or online ticket purchasing. Currently, e-ticketing is extensively utilized in various service industries [3]. One such example is the online ticket sales for cinemas, which greatly benefits the public. Some popular cinema ticket purchasing applications used by the public

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include TIX.ID, CGV Cinemas, Cinema 21, and Cinepolis Cinemas Indonesia [4].

The online purchase of cinema tickets can attract consumer attention due to its perceived flexibility and efficiency, as tickets can be easily obtained and purchases can be made anytime and anywhere. Therefore, consumers who wish to watch a movie in cinemas do not need to wait in queues to buy tickets. However, in practice, there are still some complaints from users, such as difficulties in logging in and changing passwords, purchased tickets not appearing in the purchase history, and the app not updating the balance amount after a user performs a top-up or adds credit to the application [5].

In its implementation, to provide comfort and a positive image to users, service providers must have a well-functioning cinema ticket reservation system that effectively delivers information to create user satisfaction. Therefore, user evaluations are necessary to determine whether the quality of service provided is satisfactory and meets user needs.

In this research will use E-Service Quality to evaluate and measure the level of user satisfaction with a service provided through the Internet network. E-Service Quality consists of seven dimensions as measuring tool which consists of 4 core dimensions namely Efficiency, Fulfillment, Reliability, and Privacy which users use to assess an application. While the other 4 dimensions namely Responsiveness, Compensation, Contact, and Security are dimensions used by users to assess recovery services when they have problems or questions. This method aims to determine the relationship or influence of the level of user satisfaction on the quality of service using the movie ticket booking application.

Research related to research conducted by Fidia [6]. The study shows that four of the 5 dependent variables used, namely Efficiency, Fulfillment, System Availability, and Responsiveness, have a positive effect and the hypothesis is accepted while the Privacy variable is rejected because the significance value is> 0.05 but the coefficient value is positive. From this research, the authors suggest further developing variables and indicators that have not been used. This study continues previous research to develop new variables used to get different references. The difference is, this study explains how the influence of E-Service Quality with E-Customer Satisfaction on different case studies, this study also adds several other variables such as Reliability, Privacy, Compensation, Contact, and Security. The purpose of adding these variables is to find out how these variables affect E-Customer Satisfaction. This study also looks at how much influence the exogenous variables have on the endogenous variables.

II. LITERATURE REVIEW

A. E-Ticketing (Electronic Ticket)

Electronic Ticket, commonly referred to as E-Ticketing, is a method to document the process of sales or travel proof without the need for physical documents. E-Ticketing is presented in the form of digital records or without the use of paper tickets. The use of E-Ticketing can reduce ticket printing costs for a company, decrease paper form consumption, and enhance user flexibility [7].

B. Movie Ticket Booking Application Service

The online cinema ticket booking application service is available on the mobile cinema application owned by one of the cinema companies. This application provides information about the currently playing movies and upcoming movies in cinemas, along with their showtimes and offered prices. Additionally, the application offers movie trailers and synopses, allowing users to obtain brief descriptions of the plot. Users can not only book cinema tickets but also order snacks and beverages online for pickup at the cinema [8].

To access the cinema ticket booking service, users can open the cinema ticket booking application and register on the registration page. Users need to input their email address, phone number, date of birth, gender, and their favorite cinema location. After completing the registration, users need to verify their account using the registered phone number. An OTP (One-Time Password) is a verification code that is only used once as a step to strengthen authentication [9]. This code will be sent via SMS for verification, and users can proceed with the login process. Afterward, users can book tickets, select the cinema location, and choose their desired

seats. They can then make payment by selecting their preferred payment method. Once all the processes are completed, users can view the details of the purchased e-ticket.

C. E-Service Quality

Electronic Service Quality or E-Servqual is a model used to evaluate and measure the service quality and excellence level of an online service. E-Service Quality refers to the services offered or provided to consumers on the internet network to facilitate buying and selling activities and efficient distribution through a website or application. The focus of this method is to analyze the service quality from the customer's perspective, specifically the gap between users' perceptions and expectations regarding the quality of service provided [10]

The development of the E-Service Quality model encompasses seven dimensions. These seven dimensions are divided into two scales: E-S-QUAL (E-Core-Service Quality Scale) as the core scale includes Efficiency, Fulfillment, Reliability, and Privacy, and E-RecS-QUAL (E-Recovery-Service Quality Scale) as the recovery scale includes Responsiveness, Compensation, and Contact. The following are the seven dimensions of the E-Service Quality method:

1) *Efficiency*: The ease and speed with which users can access a website or application to search for products and the required information.
2) *Fulfillment*: The accuracy of service quality promises regarding order delivery and transaction activities being carried out within the promised time.
3) *Reliability*: The technical functionality of a website that provides accurate and dependable services, functioning as intended.
4) *Privacy*: Ensuring data security and protecting users' privacy, including personal data, credit card information, and safe shopping activities.
5) *Responsiveness*: A policy to assist, handle, and provide prompt and appropriate services to users without any delay in response.
6) *Compensation*: Providing compensation to users in the event of system errors or failures.
7) *Contact:* Availability of communication services to assist users when they need information through telephone, email, or social media communication [11].
8) *Security:* Providing users with a sense of trust and comfort [12].

D. E-Customer Satisfaction

E-Customer Satisfaction, or user satisfaction, is a response that leads to positive emotional by users due to their desires and expectations being fulfilled through their online service experience [13]. Electronic user satisfaction is a consumer expectation that exceeds the expectations of the product or service provided, which is the level of satisfaction of the buyer after comparing the service experience with their expectations [14].

III. RESEARCH METHOD

This research method utilizes a quantitative associative approach, which aims to understand the relationship or influence between two or more variables. The associative method in this study is used to determine the relationship between the E-Service Quality variables and the E-Customer Satisfaction variable in a movie ticket booking application. The research process is illustrated in Fig.1.

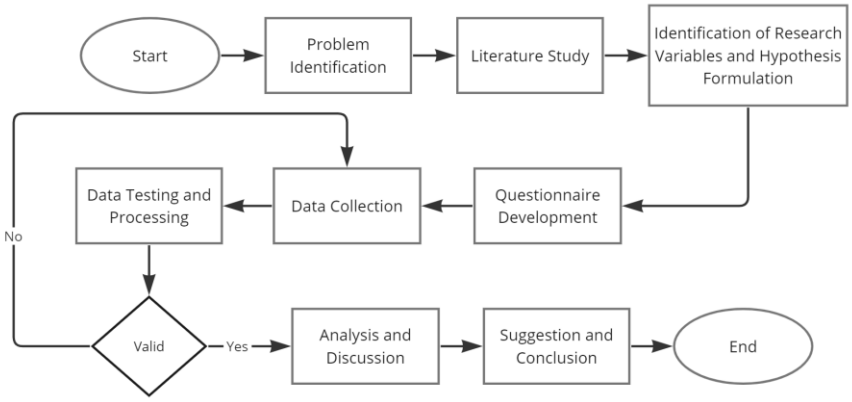

Fig. 1. Research Model Flowchart

A. *Hypothesis Formulation*

This research analyzes the influence of service quality on user satisfaction in a movie ticket booking application using E-Service Quality. The application is measured using eight measurement dimensions in the E-Service Quality method. Then, the impact of each dimension on E-Customer Satisfaction will be examined. The hypotheses for this study are as follows:

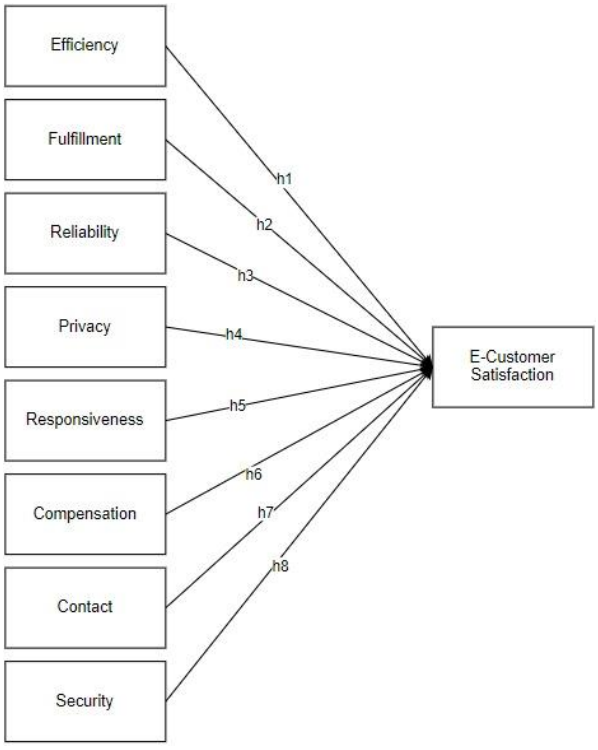

Fig. 2. Hypothesis Formulation

H1: Efficiency has a positive effect on E-Customer Satisfaction in the movie ticket booking application.
H2: Fulfillment has a positive effect on E-Customer Satisfaction in the movie ticket booking application.
H3: Reliability has a positive effect on E-Customer Satisfaction in the movie ticket booking application.

H4: Privacy has a positive effect on E-Customer Satisfaction in the movie ticket booking application. H5: Responsiveness has a positive effect on E-Customer Satisfaction in the movie ticket booking application.
H6: Compensation has a positive effect on E-Customer Satisfaction in the movie ticket booking application.
H7: Contact has a positive effect on E-Customer Satisfaction in the movie ticket booking application. H8: Security has a positive effect on E-Customer Satisfaction in the movie ticket booking application.

B. Data Collection

This study utilized users' perceptions to assess cinema ticket booking application service by coupling the modified e-service quality and e-customer satisfaction. The application consists of several steps as follows. This research utilizes primary data. Primary data refers to data/information generated directly by the researcher from the primary source. The main source of information in this study is obtained directly from the research object. The primary data collection for this research is conducted through a survey using a questionnaire [15].

1) Cinema Ticket Booking User Survey

This survey is conducted by providing several questions that cover several variables used in this study. The sample for this study consists of 400 respondent with the condition that the respondents are at least 17 years old and have used the movie ticket booking application at least once. This study uses a likert scale measuring instrument consisting of five points with the categories strongly disagree (1) to strongly agree (5). In data collection step, the questionnaire is distributed online using Google Forms through social media.

2) Questionnaire Design

This research emphasizes on questions regarding user satisfaction with the service quality of the cinema ticket booking application which consists of 8 variables and 37 indicators of questions in the research.

C. Data Analysis and Suggestion

This study uses SmartPLS (Smart Partial Least Square) data processing software, which is an SEM statistical model created to solve multiple regression when there are problems with data such as small sample size, missing values, and multicollinearity [16]. SmartPLS is used to see the relationship between the independent variable (E-Service Quality) and the dependent variable (E-Customer Satisfaction) and explain the theoretical relationship between the two variables. The model evaluation that will be used in this research is the outer measurement and structural model. The measurement will be checked convergent validity and discriminant validity which consist of loading factor and Average Variance Extracted (AVE) and Heteroit/Monoroit values. For reliability testing will be used Cronbach's Alpha and composite reliability values to determine how stable and consistent an instrument. Furthermore, Structural model will be analyze by R-square, Q-Square, and Model Fit.

IV. RESULTS AND DISCUSSION

The data was obtained a total of 400 respondents with one month, starting March 2023 until April 2023. The survey revealed that majority of respondents were in the age of minimum 17 years old (99%). Most of the respondents around were use the cinema ticket booking application.

A. Validity Testing

1) Convergent Validity Testing

Convergent validity testing is employed to assess the validity of the relationship between each indicator and its latent variable. In Smart-PLS, convergent validity is evaluated based on the loading factor and the

Average Variance Extracted (AVE) value. To determine the validity of a measurement, the criteria for convergent validity are outer loading value of > 0.7 and the AVE value of > 0.5 [17]. The outer loading value is considered to have good convergent validity if the value is > 0.7 and the AVE score must be > 0.5 in order to load into the construct that can represent it [16].

TABLE I
CONVERGENT VALIDITY TESTING

Variable	Indicator	Outer Loading	AVE
Efficiency	**EF1**	0.802	0.627
	EF2	0.825	
	EF4	0.746	
Fulfillment	**FU1**	0.814	0.693
	FU3	0.829	
	FU4	0.853	
Reliability	**RE1**	0.794	0.600
	RE2	0.788	
	RE3	0.797	
	RE4	0.717	
Privacy	**PR1**	0.910	0.808
	PR2	0.890	
	PR3	0.896	
	PR4	0.900	
Responsiveness	**RV1**	0.888	0.794
	RV2	0.908	
	RV3	0.876	
	RV4	0.891	
Compensation	**CP1**	0.851	0.734
	CP2	0.868	
	CP3	0.867	
	CP4	0.841	
Contact	**CT1**	0.825	0.704
	CT2	0.872	
	CT3	0.843	
	CT4	0.816	
Security	**SC1**	0.772	0.684
	SC2	0.873	
	SC3	0.888	
	SC4	0.767	
E-Customer Satisfaction	**ECS1**	0.828	0.650
	ECS2	0.833	
	ECS3	0.766	
	ESC4	0.797	

TABLE I shows that all indicators have an outer loading value> 0.7 and an AVE value> 0.5, so they can be said to be valid and all constructs have met the convergent validity criteria.

2) Discriminant Validity Testing

Discriminant validity testing is conducted to examine the correlation between constructs, where measurements of different constructs should not exhibit high correlation. Discriminant validity is evaluated based on HT/MT (Heteroit/Monoroit) value. Discriminant validity can be said to be fulfilled if the HT/MT (Heteroit/Monoroit) value < 0.90 [18]

TABLE II
DISCRIMINANT VALIDITY TESTING

	EF	FU	RE	PR	RV	CP	CT	SC	ESC
EF									
FU	0.730								
RE	0.864	0.810							
PR	0.530	0.355	0.565						
RV	0.484	0.246	0.561	0.533					
CP	0.447	0.203	0.410	0.443	0.598				
CT	0.531	0.432	0.561	0.460	0.596	0.611			
SC	0.639	0.488	0.654	0.670	0.606	0.574	0.761		
ESC	0.779	0.656	0.784	0.488	0.635	0.590	0.723	0.788	

TABLE II display the HTMT test results show that the correlation between different constructs has values below 0.9. Therefore, it can be concluded that all constructs are valid and meet the discriminant validity criteria.

B. Reliability Testing

Reliability testing aims to ascertain the stability and consistency of an instrument, ensuring that repeated measurements of a given object produce consistent results. In this study, reliability was assessed using two key measures: composite reliability and Cronbach's alpha. Composite reliability measures the true reliability value of a variable, while Cronbach's alpha measures the lowest reliability value of a variable. To establish the reliability of a variable, it is expected that both the composite reliability values of > 0.7 and Cronbach's alpha coefficients of > 0.7 [19].

TABLE III
RELIABILITY TESTING

Variable	Composite Reliability	Cronbach's Alpha	Status
EF	0.704	0.701	Reliabel
FU	0.781	0.778	Reliabel
RE	0.782	0.777	Reliabel
PR	0.922	0.921	Reliabel
RV	0.914	0.913	Reliabel
CP	0.881	0.880	Reliabel
CT	0.863	0.860	Reliabel
SC	0.849	0.844	Reliabel
ESC	0.820	0.820	Reliabel

TABLE III reveals that the values of composite reliability and Cronbach's alpha are greater than 0.7. This indicates that the measured variables are consistent and have good reliability.

C. Inner Model

1) R Square

The R-Square (R2) value is utilized to determine the extent of influence of independent latent variables on the dependent latent variable, as indicated by the adjusted R-Square value [19]. The criteria for interpreting R-Square values are categorized into three classifications: R2 of 0.67 as substantial, 0.33 as moderate, and 0.19 as weak, as proposed [17]

TABLE IV
R SQUARE

Variable	R-Square	R-Square Adjusted
ESC	0.818	0.817

TABLE IV display R-Square value for the E-Customer Satisfaction variable is determined to be 0.638, exceeding the threshold of 0.33, which falls under the classification of moderate influence. This indicates that the dimensions of E-Service Quality and Security collectively account for 63% of the influence on E-Customer Satisfaction, while the remaining 37% is attributed to other constructs.

2) Q Square

The Q Square (Q2) value is utilized to evaluate the quality of predictions generated by PLSpredict and assess the relevance of observed values. The predictive relevance value is characterized by a Q Square value > 0, so the research is said to be good, but if Q Square < 0, the research value is said to be unfavorable [19].

TABLE V
Q SQUARE

Variable	Q Predict
ESC	0.613

TABLE V reveals that the Q2 or Q Square value for the E-Customer Satisfaction variable is 0.613, surpassing the threshold of 0. This signifies that the predictive relevance requirement is satisfied and the independent variable is able to demonstrate effective predictive ability in relation to the dependent variable.

3) Fit Model

The Fit model is a criterion in research used to evaluate the adequacy of a model, assessed based on the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI) A model is considered appropriate if the SRMR value is below 0.1 or 0.08. Furthermore, if the NFI value is greater than 0.90 or approaching 1.0, it can be concluded that the model demonstrates good fit [19].

TABLE VI
FIT MODEL

Value	Saturated Model	Estimated Model
SRMR	0.062	0.062
NFI	0.795	0.795

TABLE VI shows that the SRMR value of 0.062 indicates compliance with the threshold below 0.1, while the NFI value of 0.79 approaches the ideal value of 1.00. Hence, it can be inferred that the model satisfies the required criteria.

D. Hypothesis Measurement

Hypothesis testing was conducted using smartPLS 4.0 analysis, employing bootstrapping to calculate path coefficients and obtain T statistics. In the acceptance or rejection of hypotheses is to compare the t-statistic value with the t-table. A hypothesis is considered significant and accepted if the t-statistic value > t-table (1.96), then obtain a p-value where the p-value <0.05 [18]. Furthermore, the path coefficients are examined to determine the direction of relationships between latent variables.

TABLE VII
HYPOTHESIS TESTING

Hypothesis	Original Sample	T Statistics	P Values	Significant	Status
EF → ESC	0.130	2.555	0.011	Significant	Accepted
FU → ESC	0.197	3.896	0.000	Significant	Accepted
RE → ESC	0.155	2.713	0.007	Significant	Accepted
PR → ESC	-0.094	2.019	0.044	Significant	Rejected
RV → ESC	0.154	3.539	0.000	Significant	Accepted
CP → ESC	0.114	2.478	0.013	Significant	Accepted
CT → ESC	0.115	2.083	0.037	Significant	Accepted
SC → ESC	0.282	4.828	0.000	Significant	Accepted

TABLE VII present that the hypothesis test results indicate that the T Statistic values of all variables are greater than 1.96, and the P-Value is less than 0.05. This suggests that there is a significant relationship between the exogenous and endogenous variables.

E. Discussion

This research aims to determine the service quality dimensions of E-Service Quality that influence E-Customer Satisfaction in the context of a cinema ticket booking application. It also seeks to assess the level of user satisfaction in using the application. The study formulates eight hypotheses that are analyzed using SmartPLS. The sample consists of 400 respondents with diverse backgrounds.

H1: The Effect of Efficiency on E-Customer Satisfaction

Based on the hypothesis testing results, the obtained T Statistic value is 2.555, with a P value of 0.011 and a path coefficient of 0.130. These results indicate that the T Statistic (2.555) > t-table (1.96) and p-value (0.011) < 0.05. Thus, it can be concluded that Efficiency has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.130 indicates a positive relationship, suggesting that higher Efficiency leads to increased E-Customer Satisfaction. This finding is consistent with a study conducted by Zuliestiana [20], on the usage of the BCA Mobile application, which found that Efficiency significantly affects E-Customer Satisfaction.

Efficiency in a service facilitates users in finding what they need, accessing pages quickly, and completing transactions promptly. Therefore, to enhance user satisfaction in using the cinema ticket booking application, service providers should improve the quality of the provided services by offering user-friendly features and services, as well as ensuring quick access to pages and transactions, enabling users to carry out their activities effortlessly. This indicates that improving E-Customer Satisfaction is influenced by good Efficiency, as an efficient service can enhance user satisfaction in using the cinema ticket booking application.

H2: The Effect of Fulfillment on E-Customer Satisfaction

Based on the hypothesis testing results, the obtained T Statistic value is 3.896, with a P value of 0.000 and a path coefficient of 0.197. These results indicate that the T Statistic (3.896) > T-Table (1.96) and P value (0.000) < 0.05. Therefore, it can be concluded that Fulfillment has a significant influence on E-Customer

Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.197 indicates a positive relationship, suggesting that higher Fulfillment leads to increased E-Customer Satisfaction. This finding aligns with a study conducted by Isnan & Sutopo [21], on online reservation ticket services at PT KAI, which found that Fulfillment has a positive and significant effect on E-Customer Satisfaction.

Fulfillment in a service relates to delivering on promises, providing users with relevant product information, and ensuring timely delivery. Users of the cinema ticket booking application seek services that meet their needs and deliver promised value. When service providers meet users' expectations, it creates a positive experience for them. Therefore, by ensuring and improving the fulfillment of user needs, user satisfaction can significantly increase.

H3: The Effect of Reliability on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 2.713, P Values of 0.007, and path coefficients of 0.155 were obtained. These results indicate that the T Statistic (2.713) > T-Table (1.96) and P Values (0.007) < 0.05. Thus, it can be concluded that Reliability has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.155 indicates a positive relationship, suggesting that higher Reliability increases E-Customer Satisfaction. This finding is consistent with the study conducted by Zuliestiana [20], on the usage of the BCA Mobile application, which stated that Reliability has a positive and significant effect on E-Customer Satisfaction.

Accuracy and dependability are crucial factors that affect user satisfaction. Reliability refers to the service provider's ability to deliver a service promptly, accurately, and satisfyingly as agreed [22]. To enhance service quality, the service provider's performance must align with user expectations by providing accurate information, well-functioning application features, and being reliable in minimizing disruptions. This can enhance user satisfaction in using the cinema ticket booking application.

H4: The Effect of Privacy on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 2.019, P Values of 0.044, and path coefficients of -0.094 were obtained. These results indicate that the T Statistic (2.019) > T-Table (1.96) and P Values (0.044) < 0.05, indicating that Privacy has a significant influence on E-Customer Satisfaction. However, the path coefficient value of -0.094 indicates a negative relationship, and thus, Hypothesis 4 is not accepted due to the negative relationship. This finding is consistent with the study conducted by Saragih [23], on Lazada's website among Generation Z, which stated that Privacy has a negative and significant effect on E-Customer Satisfaction.

Privacy is an essential variable in evaluating service quality as it involves the security and protection of users' personal information or data. The hypothesis testing conducted indicates that Privacy significantly influences user satisfaction (E-Customer Satisfaction) but in a negative direction. This implies that as the level of privacy in data protection increases, users perceive it as more challenging to input data. Additionally, users may have concerns about potential crimes such as data breaches if they provide too much detailed personal information.

As users' concerns increase, they tend to be more protective of their personal data. These protective actions can include falsifying personal data or being reluctant to use the cinema ticket booking application. Therefore, service providers should enhance privacy measures, such as adopting strong encryption technology and conducting regular security audits to identify and address potential vulnerabilities. Providing strong security guarantees will reduce user concerns [24].

H5: The Effect of Responsiveness on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 3.539, P Values of 0.000, and path coefficients of 0.154 were obtained. These results indicate that the T Statistic (3.539) > T-Table (1.96) and P Values (0.000) < 0.05. Therefore, it can be concluded that Responsiveness has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.154 indicates a positive relationship, suggesting that higher Responsiveness leads to increased E-Customer Satisfaction. This finding

is consistent with the study conducted by Fidia [6] ,on the usage of the Gojek transportation service, which stated that Responsiveness significantly affects E-Customer Satisfaction.

Responsiveness is the ability to assist and provide prompt and accurate service to users by delivering clear information. It involves the service provider's ability to promptly address complaints or respond to user needs. Therefore, to meet user satisfaction in using the cinema ticket booking application, the service provider must be able to respond quickly and effectively to user requests or needs, such as providing solutions to user complaints or issues. This can help build better relationships with users. Thus, E-Customer Satisfaction in using the cinema ticket booking application can be enhanced with good responsiveness.

H6: The Effect of Compensation on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 2.478, P Values of 0.013, and path coefficients of 0.114 were obtained. These results indicate that the T Statistic (2.478) > T-Table (1.96) and P Values (0.013) < 0.05. Therefore, it can be concluded that Compensation has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.114 indicates a positive relationship, suggesting that higher Compensation leads to increased E-Customer Satisfaction. This finding is consistent with the study conducted by Safitri [25], on the usage of the Shopee application, which stated that Compensation has a positive and significant effect on E-Customer Satisfaction.

Compensation refers to how the service provider compensates users for service errors or flaws in the cinema ticket booking application system. Compensation is a crucial variable in service quality as it involves reimbursing or providing value to users as a form of responsibility for user dissatisfaction. Therefore, the service provider should enhance the quality of service by offering compensation, such as refunding the amount paid in case of system failures or exchanging products if the orders are not as expected. This will restore user confidence in using the cinema ticket booking application and ultimately enhance user satisfaction.

H7: The Effect of Contact on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 2.083, P Values of 0.037, and path coefficients of 0.115 were obtained. These results indicate that the T Statistic (2.083) > T-Table (1.96) and P Values (0.037) < 0.05. Therefore, it can be concluded that Contact has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.115 indicates a positive relationship, suggesting that higher Contact leads to increased E-Customer Satisfaction. This finding aligns with the study conducted by Safitri [25], on the usage of the Shopee application, which stated that Contact has a positive and significant impact on E-Customer Satisfaction.

Contact service facilitates users in reaching out to the service provider in case of any issues or problems they encounter. The service provider can enhance service quality by providing assistance for user problems and addressing questions raised by users of the cinema ticket booking application. Therefore, by improving the relationship and communication with users through the contact variable, user satisfaction (E-Customer Satisfaction) regarding the cinema ticket booking application service can be enhanced.

H8: The Effect of Security on E-Customer Satisfaction

Based on the hypothesis testing results, a T Statistic value of 4.828, P Values of 0.000, and path coefficients of 0.282 were obtained. These results indicate that the T Statistic (4.828) > T-Table (1.96) and P Values (0.000) < 0.05. Therefore, it can be concluded that Security has a significant influence on E-Customer Satisfaction, and the hypothesis is accepted. The path coefficient value of 0.282 indicates a positive relationship, suggesting that higher Security leads to increased E-Customer Satisfaction. This finding is consistent with the study conducted by Wijaya [26], on Beauty E-commerce with a case study on Sociolla users, which stated that Security significantly affects E-Customer Satisfaction.

Security is one aspect that should always be enhanced to build user trust in the cinema ticket booking application service provider. By improving security measures, users will feel safe and comfortable when making ticket purchases, ensuring the privacy of users' personal information and preventing any misuse by third parties. The service provider should also continuously update the system to improve security, ensuring

that users do not have any concerns when using the cinema ticket booking application. The research findings demonstrate the significant impact of security, indicating that higher levels of good security also increase E-Customer Satisfaction.

V. CONCLUSION

This research was conducted to determine the influence of E-Service Quality dimensions on the satisfaction of users of a movie ticket booking application. The study involved a total of 400 respondents who were obtained through questionnaire distribution. The method used was E-Service Quality, which consists of dimensions such as Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact, and Security, along with E-Customer Satisfaction to measure user satisfaction.

Based on the data processing and hypothesis testing results, it is known that seven out of eight hypotheses are accepted, namely Efficiency, Fulfillment, Reliability, Responsiveness, Compensation, Contact, and Security. This means that these seven hypotheses have significant and positive impacts on E-Customer Satisfaction in the cinema ticket booking application, with T Statistic values > T-Table (1.96) and P Value < 0.05. However, the Privacy hypothesis has a T Statistic value > T-Table (1.96) and P Value < 0.05 but has a negative path coefficient of -0.099, indicating a significant negative impact of Privacy on E-Customer Satisfaction. Therefore, the hypothesis is not accepted. Consequently, it can be concluded that the E-Service Quality dimensions in the movie ticket booking application generally have a significant positive impact, which in turn affects user satisfaction with the application. In terms of the coefficient of determination, the R Square value is 0.637 (63%). This indicates that 63% of the contribution to E-Customer Satisfaction can be explained by E-Service Quality, while the remaining 0.37 (37%) represents the contribution of unidentified variables in this study.

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