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The Influence of Interaction Quality, Physical Environment Quality, and Watching Experience on Rewatch Intention Through Watching Satisfaction At CGV Cinemas

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Abstract

This research aims to identify the effect of interaction quality, physical environment quality and watching experience on rewatch intention through watching satisfaction at CGV cinemas. This research uses explanatory research. The sampling technique used in this study was non-probability sampling with purposive data collection. The research instrument used a questionnaire distributed in a hybrid manner with a sample of 100 respondents. The data analysis method used is Partial Least Square (PLS) with SmartPLS 4.0 software. The results of this study indicate that 1) interaction quality has a significant effect on watching satisfaction 2) physical environment quality has a significant effect on watching satisfaction

3) watching experience has a significant effect on watching satisfaction 4) interaction quality has no significant effect on rewatch intention 5) physical environment quality has no significant effect on rewatch intention 6) watching experience has no significant effect on rewatch intention 7) watching satisfaction has a significant effect on rewatch intentnion 8) interaction quality has a significant effect on rewatch intention through watching satisfaction 9) physical environment quality has a significant effect on rewatch intention through watching satisfaction 10) watching experience has a significant effect on rewatch intention through watxhing satisfaction.

Keywords: *Interaction Quality; Physical Environment Quality; Rewatch Intention; Watching Experience; Watching Satisfaction*

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INTRODUCTION

The entertainment industry has experienced rapid growth due to globalization and digital technology, which have transformed the way people spend their leisure time. The focus of services has shifted from merely providing products to creating valuable experiences. Cinemas have undergone a transformation into providers of multisensory experiences that intensively engage both emotions and senses (Chen, 2025). Modern lifestyles demand personalized and comfortable services, driving improvements in service quality. Volchek *et al.* (2021) state that personalized experiences strengthen consumer engagement and generate co-created value, particularly through interactive services, thereby fostering satisfaction and the intention to return

As an experience-based service, the cinema industry is required to continuously innovate to meet the increasingly complex expectations of audiences. Merely screening films is no longer sufficient to retain viewer interest; cinemas must provide a comprehensive service experience that exceeds expectations. This includes the quality of interactions between staff and audiences (Interaction Quality), the comfort of the physical environment such as layout, cleanliness, lighting, and temperature (Physical Environment Quality), as well as immersive cinematic experiences through audiovisuals, emotions, and viewing experiences.

Interaction Quality refers to audience perceptions of the quality of interactions with staff, such as friendliness, politeness, and communication skills. Haq *et al.* (2023) found that Service Interaction Quality contributes to Customer Satisfaction among Aksesmu application users in Semarang, indicating that positive interactions, even when conducted digitally, can still enhance customer satisfaction. Similarly, An *et al.* (2023) showed that Interaction Quality drives Revisit Intention in healthcare services, suggesting that quality interactions encourage consumers to return. Semuel *et al.* (2021) concluded that although Interaction Quality does not directly affect Purchase Intention, it increases revisit intention on the Bali Tourism Board platform. Thus, high-quality interactions shape satisfaction and returning interest, even if they do not directly influence purchase decisions.

Physical Environment Quality refers to audience perceptions of the quality of the cinema's physical environment, encompassing aspects such as cleanliness, layout, lighting, temperature, and interior design. Handayani *et al.* (2022) found that a well-maintained physical environment contributes to satisfaction and revisit intention. Similarly, Picolo *et al.* (2023) discovered that both interaction and cinema environment quality contribute to customer satisfaction and loyalty in Brazil, further reinforcing the relevance of these two variables in the cinema context.

The Viewing Experience variable reflects the emotional and cinematic engagement of audiences while watching films at CGV Cinemas, particularly international films, anime, or film festival screenings rarely shown elsewhere. This focus was selected because it represents CGV's primary differentiation. Carmo *et al.* (2022) emphasized that entertainment-based experiences (experiential marketing) play a crucial role in shaping consumer satisfaction and behavioral intentions, including in the cinema context. The three main variables—Interaction Quality, Physical Environment Quality, and Viewing Experience—are expected to shape viewing satisfaction as an emotional response to the comparison between expectations and actual service experiences. Septivianto & Sarwoko (2024) affirmed that satisfaction serves as a mediator between service quality and post-purchase behavior. Ratnamiasih *et al.* (2024) found that satisfied visitors are more likely to return, with service quality contributing to satisfaction as a pathway to revisit intention.

Although many studies have examined the relationship between service quality, satisfaction, and rewatch intention, most still rely on Parasuraman's Servqual model, which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This model does not fully capture the physical and emotional experiences in entertainment contexts such as cinemas. This research addresses that limitation by independently selecting interaction quality, physical environment quality, and viewing experience, in line with the entertainment industry's emphasis on actual audience experiences. Erta & Dewi (2024) even found that customer experience does not significantly affect movie-going decisions at Cinema XXI, highlighting the need for further testing in different contexts, particularly among CGV audiences with more relevant indicators.

CGV (formerly CJ Golden Village) is an international cinema chain originating from South Korea, initially established through a collaboration between CJ Group (South Korea), Golden Harvest (Hong Kong), and Village Roadshow (Australia). Today, CGV operates fully under CJ CGV, a subsidiary of CJ Group, which has expanded its cinema network to several countries, including Indonesia. CGV is well known for its unique cinematic concepts, screening international films, anime, and film festivals rarely shown at other theaters, and offering ten auditorium types such as Regular, Screen X, Gold Class, Velvet, Satin, Sweetbox, 4DX, Starium, Sphere X, and Private Box. This study focuses on the regular service type to maintain consistency of service experiences, as this format is uniformly available across all branches. CGV currently operates in 34 cities in Indonesia, with extensive coverage and standardized services.

The selection of CGV as the research object was based on strategic and methodological considerations. Strategically, CGV's unique offerings, such as international film screenings, digital reservation systems, and active audience communities, distinguish it from competitors. Methodologically, focusing on a single cinema chain minimizes variations in SOPs and service standards across organizations, thereby producing more reliable results. A hybrid data collection approach was adopted, involving direct distribution at CGV Jember and online surveys targeting audiences in other cities. Respondents were required to have watched at least once in the past two months using regular CGV services to ensure they had relevant and recent experiences. This approach facilitated diverse responses while maintaining consistent service standards.

This study is grounded in the Disconfirmation of Expectations Theory (Oliver, 1980), which posits that satisfaction arises when perceived service matches or exceeds expectations. Schiebler *et al.* (2025) reinforced this view, emphasizing that satisfaction occurs when service performance aligns with or surpasses audience expectations. This framework is complemented by the Stimulus–Organism–Response (S-O-R) Theory of Mehrabian and Russell (1974), which explains that external stimuli, such as service elements and physical atmosphere, influence audiences' internal states (organism), ultimately triggering behavioral responses. Amin *et al.* (2025) supported this approach, stating that cinema environmental elements shape emotional reactions that affect satisfaction and post-visit behaviors. The combination of these two theories forms the foundation for explaining the relationships

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between audience perceptions, emotional experiences, and behavioral intentions in entertainment services such as cinemas.

LITERATURE REVIEW

Interaction Quality

Interaction Quality refers to individuals' perceptions of the quality of direct interactions between service providers and consumers. Good interaction encompasses friendliness, professionalism, clarity in conveying information, and responsiveness to customer needs. Positive interaction quality not only creates comfort but also builds a lasting emotional impression of the service received. Lee *et al.* (2024), developing a measurement model based on Brady & Cronin, proposed that interaction quality can be evaluated through communication clarity and staff responsiveness in meeting customer needs.

Physical Environment Quality

Physical Environment Quality refers to consumer perceptions of the quality of the physical setting in which services are delivered, including comfort, cleanliness, lighting, temperature, spatial layout, and social atmosphere. A well-managed physical environment shapes consumer experiences, impressions of services, and overall satisfaction. According to Lee *et al*. (2024), who adapted Brady & Cronin's model, physical environment quality reflects objective conditions observable during the service experience,

Watching Experience

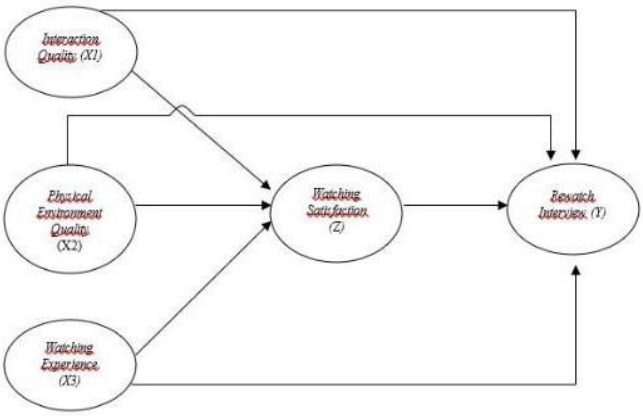
Watching Experience refers to the level of mental and emotional engagement experienced by individuals during a film screening, particularly for films with unique characteristics such as international releases, anime, or festival films not commonly shown in other theaters. This concept plays a significant role in shaping both satisfaction and rewatch intention. Measurement of viewing experience is based on Tiede & Appel (2019), who adapted Busselle & Bilandzic's narrative engagement concept. Originally, it consisted of four aspects: narrative understanding, attentional focus, narrative presence, and emotional engagement.

Watching Satisfaction

Viewing Satisfaction is the evaluative and emotional response that arises after watching a film in the cinema, based on comparing actual experiences with prior expectations. According to Oliver's (1980) Disconfirmation of Expectations Theory, satisfaction occurs when actual experiences meet or exceed expectations. In the cinema context, satisfaction is influenced by service quality, facility comfort, atmosphere, and perceptions of decision-making in choosing the cinema.

Rewatch Intention

Rewatch Intention reflects consumers' behavioral tendency to return and use the service again in the future. Angelina & Supriyono (2024) proposed four indicators of repurchase intention: transactional, referential, preferential, and exploratory intention.



METHODOLOGY

This study is explanatory in nature, aiming to explain causal relationships between two or more variables and to test the effect of independent variables on dependent variables (Irawan & Gunawan, 2025:99). The population in this research consists of all CGV Cinema viewers in Indonesia who have watched films and directly experienced the cinema services and atmosphere. This take sample use non-probability sampling with technique purposive sampling. Size sample in research This according to Abdillah & Hartono (2015:115) in PLS amount sample should more from 100 - 200 so that the data calculation is stable, so that amount respondents used in the study This is 100 respondents. Type of research data This namely quantitative data that is processed and analyzed with calculation statistics. The data source is primary data through questionnaire distributed to CGV Cinema viewers with firsthand viewing experiences. hybrid through Gform.

Table 1. Operational Definition of Variables

Variables	Understanding	Statement
Interacton Quality (X1)	Interaction Quality refers to viewers' perceptions of the quality of direct interactions between CGV Cinema staff and audiences during the service process.	The indicators were adapted from Lee *et al*. (2024) are: 1) Staff professionalism (X1.1), CGV staff demonstrate professionalism when serving viewers. 2) Personal attention (X1.2), CGV staff show concern for viewers' needs. 3) Staff responsiveness (X1.3), CGV staff respond quickly to viewers' requests. 4) Service knowledge (X1.4), CGV staff are knowledgeable about CGV's services. 5) Service explanation (X1.5) CGV staff clearly communicate service information to viewers.

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Physical Environment Quality (X2)	Physical Environment Quality refers to viewers' perceptions of the cinema's physical environment, including sensory comfort, interior aesthetics, and orderliness during the film.	The indicators were adapted from Lee *et al.* (2024)., namely: 1) Room temperature (X2.1), The auditorium temperature remains comfortable during film screenings. 2) Environmental lighting (X2.2), Lighting in CGV areas ensures visual comfort. 3) Location atmosphere (X2.3), The auditorium is free from disturbing noises during films. 4) Seating (X2.4), Auditorium seats are clean when used. 5) Layout (X2.5), Auditorium layout Facilitates viewers' movement. 6) Interior design (X2.6), Interior design creates a visually pleasant impression.
Viewing Experience (X3)	Viewing Experience is defined as the mental and emotional impressions experienced by viewers during film screenings at CGV Cinemas.	Indicators were adapted from Tiede & Appel (2019) are: 1) Mental involvement (X3.1), Mental involvement in the story world. 2) Emotional connection (X3.2), Emotional connection with characters. 3) full focus (X3.3), Full concentration while watching. 4) ease of following the storyline (X3.4), Ease of understanding the storyline
Watching Satisfaction (Z)	Viewing Satisfaction is the evaluation felt by CGV Cinema viewers after watching a film, resulting from comparing expectations before watching with actual experiences.	Indicators were adapted from Syarifuddin et al. (2023) are: 1) Satisfied (Z1.1) Overall satisfaction with the viewing experience. 2) Happy (Z1.2), Positive emotions (happiness) during the experience. 3) Happy (Z1.3), Belief that watching at CGV is the right choice. 4) Service Quality (Z1.4) satisfaction with the quality of service provided by staff.
Rewatch Intention (Y)	Rewatch Intention is viewers' willingness or tendency to watch again at CGV Cinemas in thefuture, resulting from prior positive experiences.	Indicators were adapted from Angelina & Supriyono (2024) are: 1) Transactional Interest (Y1.1), the willingness of viewers to return and watch films again at CGV Cinemas. 2) Referential Interest (Y1.2), the willingness of viewers to recommend CGV Cinemas to others. 3) Preferential Interest (Y1.3), the tendency of viewers to choose CGV Cinemas as their preferred option when deciding to watch a film.

Source: Processed Primary Data (2025)

Data analysis using the Partial Least Square or PLS approach. Ghozali & Latan (2015:5) stated that the purpose of PLS is to explain the relationship between latent variables. SmartPLS 4.0 software was used for data analysis in this study. Hypothesis testing is by using statistical values, so for alpha 5% the t-statistic value used is 1.96. So, the criteria for accepting/rejecting the hypothesis are Ha is accepted and H0 is rejected when the t-statistic> 1.96. For hypothesis testing using probability, Ha is accepted if the p value <0.05.

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RESULTS

Outer Model Evaluation or Measurement Model

a. Convergent Validity

Table 1. Convergent Validity Test Results

Variables	Item	Outer Loading	Information
	X 1.1	0.951	Valid
Interaction	X 1.2	0.939	Valid
Quality	X 1.3	0.928	Valid
	X 1.4	0.905	Valid
	X1.5	0.875	Valid
	X 2.1	0.922	Valid
Physical	X 2.2	0.865	Valid
Environment	X 2.3	0.913	Valid
Quality	X 2.4	0.869	Valid
	X2.5	0.836	Valid
	X2.6	0.846	Valid
	X 3.1	0.934	Valid
Watching	X 3.2	0.936	Valid
Experience	X 3.3	0.955	Valid
	X3.4	0.930	Valid
	Z 1.1	0.950	Valid
Watching	Z 1.2	0.964	Valid
Satisfaction	Z 1.3	0.966	Valid
	Z1.4	0.950	Valid
Rewatch Intention	Y 1.1	0.939	Valid
	Y 1.2	0.949	Valid
	Y 1.3	0.938	Valid

Source: Processed Primary Data (2025)

Based on table 1, the outer loading value on the indicators of all variables has a value above 0.5, which means that all indicators are considered valid.

b. Discriminant Validity

Table 2. Cross Loading Value Results

	X1.	X2.	X3.	Y1.	Z1.
X1.1	0.951	0.805	0.768	0.768	0.844
X1.2	0.939	0.774	0.743	0.765	0.816
X1.3	0.928	0.774	0.721	0.706	0.790
X1.4	0.905	0.815	0.750	0.705	0.806
X1.5	0.875	0.714	0.707	0.698	0.762
X2.1	0.785	0.922	0.736	0.712	0.804
X2.2	0.641	0.865	0.640	0.687	0.714
X2.3	0.745	0.913	0.719	0.752	0.815
X2.4	0.710	0.869	0.697	0.706	0.771
X2.5	0.780	0.836	0.821	0.706	0.775
X2.6	0.769	0.846	0.797	0.747	0.766
X3.1	0.766	0.772	0.934	0.757	0.816
X3.2	0.695	0.766	0.936	0.739	0.824
X3.3	0.789	0.827	0.955	0.816	0.856
X3.4	0.761	0.787	0.930	0.760	0.786
Y1.1	0.735	0.757	0.767	0.939	0.803
Y1.2	0.764	0.803	0.794	0.949	0.855
Y1.3	0.740	0.758	0.752	0.938	0.835
Z1.1	0.841	0.845	0.828	0.854	0.950
Z1.2	0.831	0.826	0.825	0.824	0.964
Z1.3	0.803	0.857	0.851	0.858	0.966
Z1.4	0.872	0.862	0.845	0.845	0.950

Source: Processed Primary Data (2025)

Based on table 2, the cross-loading value of each variable is greater than the other variable items, so that all variables are valid discriminants.

c. Composite Reliability

Table 3. Composite Reliability Value Results

Variables	Composite Reliability	Information
Interaction Quality	0.965	Reliable
Physical Environment Quality	0.952	Reliable
Watching Experience	0.967	Reliable
Rewatch Intention	0.959	Reliable
Watching Satisfaction	0.978	Reliable

Source: Processed Primary Data (2025)

Based on table 5. value composite reliability each variable own mark above 0.7, so that can show that all variable is reliable.

Evaluation Inner Model

a. Coefficient Determination (R^2)

Table 4. Values Coefficient Determination (R^2)

Variables	R Square	R Square Adjusted
Rewatch Intention	0.792	0.783
Watching Satisfaction	0.870	0.866

Source: Processed Primary Data (2025)

Based on the data in table 6, the influence of the variables Interaction quality, Physical environment quality and Watching experience on Rewatch intention has a value of 0.792 so that the variable is able to explain 79.2%. Furthermore, the variables Interaction quality, Physical environment quality and Watching experience on

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Watching satisfaction have a value of 0.870 so that this variable explains 87% while the rest is explained by other variables not examined in this study.

b. Predictive Relevance (Q2)

Calculation results from Q-Square with General purpose of Stone-Geisser Q Square Test:

Q Square = 1-[(1-$R^2$1) x (1-R^2)

= 1- [(1-0.792) x (1-0.870)

= 0.996

Based on the calculation results above, the Q-Square value is 0.996 or 99,6% that the magnitude of the influence of the independent variable is 99,6%. These results can be concluded that this study has good Predictive Relevance.

c. Hypothesis Testing

1) Testing Influence Direct

Table 5. Hypothesis Test Results through Path Coefficient Bootstrapping Technique

Variables	Original Sample(O)	T Statistics	P Values
X1. -> Y1.	0.026	0.183	0.855
X1. -> Z1.	0.331	3.725	0.000
X2. -> Y1.	0.126	0.666	0.507
X2. -> Z1.	0.319	4.179	0.000
X3. -> Y1.	0.159	1.237	0.219
X3. -> Z1.	0.341	5.353	0.000
Z1. -> Y1.	0.610	3.364	0.001

Source: Processed Primary Data (2025)

Based on the table results, value of <0.05 and a T statistic value of >1.96 so that several variables has a direct influence.

2) Testing Indirect Influence

Table 6. Indirect Test Results

Variables	Original Sample(O)	T Statistics	P Values
X1-Z-Y	0.202	2.640	0.010
X2 -Z-Y	0.194	2.219	0.029
X3-Z-Y	0.208	3.483	0.001

Source: Processed Primary Data (2025)

Based on the results of the direct influence test table between variables, it can be explained has a significance value of <0.05 and T statistic >1.96 so that all variables have an indirect influence.

CONCLUSION

Based on the results of data processing, the following conclusions were obtained: *that 1) interaction quality has a significant effect on watching satisfaction 2) physical environment quality has a significant effect on watching satisfaction 3) watching experience has a significant effect on watching satisfaction 4) interaction quality has no significant effect on rewatch intention 5) physical environment quality has no significant effect on rewatch intention 6) watching experience has no significant effect on rewatch intention*

7) watching satisfaction has a significant effect on rewatch intentnion 8) interaction quality has a significant effect on rewatch intention through watching satisfaction 9) physical environment quality has a significant effect on rewatch intention through watching satisfaction 10) watching experience has a significant effect on rewatch intention through watxhing satisfaction.

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