

ABSTRACT

The entertainment industry, particularly cinemas, has experienced rapid growth in the post-COVID-19 pandemic era, as indicated by the increasing number of moviegoers. Public enthusiasm for cinemas after the pandemic has driven companies in the entertainment sector to design effective marketing strategies to maintain customer loyalty. This study aims to analyze the influence of service quality, promotion, and customer experience on customer loyalty, with purchase decision as a mediating variable, using a case study of CGV Purwokerto customers. A quantitative approach was employed, using a survey method by distributing questionnaires to 264 respondents who were visitors of CGV Purwokerto. Data were analyzed using Structural Equation Modeling (SEM). The results show that service quality, promotion, and customer experience have a positive and significant effect on purchase decision. However, these three variables do not have a direct significant effect on customer loyalty. Further findings reveal that purchase decision plays a significant mediating role in the relationship between service quality, promotion, and customer experience with customer loyalty. The implications of this study highlight the importance of designing strategies that can stimulate purchase decisions through improved service quality, targeted promotions, and positive customer experiences to indirectly foster customer loyalty.

Keywords: *Marketing Management, Purchase Decision, Customer Loyalty, CGV Purwokerto*