

ACCEPTANCE LETTER

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Dear:

1. Safira Nurul Sakinah
Kacaribu
2. Hendra Jonathan Sibarani

Universitas Prima Indonesia

It is my pleasure to inform you that, after the peer-review, your manuscript paper:

Manuscript Title	Online Application Competition: How the Impact of Discount Prices and Cinemax Service Innovation towards Online Cinema Ticket Purchase Decisions at Medan City
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Thank you very much for submitting your article to **Kontigensi: Jurnal Ilmiah Manajemen**. We hope and waiting for your other paper in our journal.

Bandung, Indonesia 25/05/2021



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Abstrak

Penelitian ini dilaksanakan untuk menjelaskan dampak persaingan aplikasi online, harga diskon dan inovasi layanan cinemax terhadap keputusan pembelian tiket bioskop online di Medan. Metode deskriptif kuantitatif digunakan dalam penelitian. Populasinya pengguna aplikasi pemesanan tiket bioskop online (TIX ID) di wilayah Medan Timur sebesar 112.482 orang dan teknik pengambilan sampel menggunakan rumus slovin di peroleh data sebanyak 100 responden. Hasil penelitian ini adalah variabel persaingan aplikasi (X1) memperoleh nilai $t_{hitung} > t_{tabel}$ ($3,935 > 1,290$), variabel harga diskon (X2) memperoleh nilai $> t_{tabel}$ ($1,715 > 1,290$), variabel inovasi layanan (X3) memperoleh nilai $t_{hitung} > t_{tabel}$ ($5,795 > 1,290$) berdampak positif signifikan dengan nilai $< 0,1$ terhadap keputusan pembelian tiket bioskop online di kota Medan, sedangkan secara simultan persaingan aplikasi, harga diskon dan inovasi layanan dihitung nilai $F_{hitung} > F_{tabel}$ ($105,554 > 2,70$) dengan nilai signifikansinya ($0,000 < 0,1$) dengan ini dapat disimpulkan persaingan aplikasi, harga diskon dan inovasi layanan berdampak secara positif signifikan terhadap keputusan pembelian tiket bioskop online di kota Medan.

Kata Kunci : Persaingan Aplikasi Online, Harga Diskon, Inovasi Layanan, Keputusan Pembelian

Abstract

This study was conducted to explain the impact of online application competition, discounted pices, and Cinemax service innovation on online cinema ticket purchasing decision in Medan. The quantitative descriptive method is used in the research. The online cinema ticket ordering application (TIX ID) in the East Medan area is 112.482 people and the sampling technique using the slovin formula is obtained by 100 respondents. The results of this study are the application competition variable (X1) obtained a value $t_{count} > t_{table}$ ($3.935 > 1.290$) the discounted price variable (X2) obtained a value of $t_{count} > t_{table}$ ($1.715 > 1.290$) the service innovation variable (X3) obtained a value of $t_{count} > t_{table}$ ($5.795 > 1.290$) has a significant positive effect wih a value of $< 0,1$ on online cinema ticket purchasing decision in the city of Medan while simultaneous use of application competition, discount prices and innovation of cinemaxx service obtained the value of $F_{count} > F_{table}$ ($105,554 > 2,70$) with the signicance value ($0,000 < 0,1$) with this it can be concluded application competition, discount prices and innovationof cinemaxx service has a significant positive impact towards the purchase decision in Medan city.

Keyword : online application competition, discount price , service innovation, purchase decision