

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar 1.1 Logo CGV Cinemas .....   | 2  |
| Gambar 1.2 Tipe Auditorium <i>Velvet</i> .....                                | 3  |
| Gambar 1.3 Tipe Auditorium <i>Gold Class</i> .....                            | 4  |
| Gambar 1.4 Tipe Auditorium <i>4DX Class</i> .....                             | 5  |
| Gambar 1.5 Tipe Auditorium <i>SphereX Class</i> .....                         | 6  |
| Gambar 1.6 Logo Cinema 21 .....   | 7  |
| Gambar 1.7 Logo Cinema XXI .....  | 7  |
| Gambar 1.8 Logo Cinema The Premiere .....                                     | 8  |
| Gambar 1.9 Data Penonton CGV Cinemas .....                                    | 12 |
| Gambar 1.10 <i>Card Member</i> CGV Cinemas .....                              | 13 |
| Gambar 1.11 <i>E-Card Member</i> CGV Cinemas .....                            | 14 |
| Gambar 1.12 Pendaftaran <i>E-Card</i> melalui Web .....                       | 15 |
| Gambar 1.13 Pendaftaran <i>E-Card</i> melalui Aplikasi .....                  | 15 |
| Gambar 2.1 Kerangka Pemikiran .....   | 30 |
| Gambar 3.1 Tahap Penelitian .....   | 41 |
| Gambar 3.2 Kriteria Interpretasi Nilai .....                                  | 49 |
| Gambar 3.3 Kurva Distribusi $t$ .....   | 51 |
| Gambar 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin .....            | 53 |
| Gambar 4.2 Karakteristik Responden Berdasarkan Usia .....                     | 54 |
| Gambar 4.3 Karakteristik Responden Berdasarkan Penghasilan .....              | 54 |
| Gambar 4.4 Karakteristik Responden Berdasarkan Pengisian Saldo .....          | 55 |
| Gambar 4.5 Karakteristik Responden Berdasarkan Penggunaan <i>E-Card</i> ..... | 56 |
| Gambar 4.6 Garis Kontinum Variabel Promosi <i>E-Card</i> .....                | 64 |
| Gambar 4.7 Garis Kontinum Variabel Loyalitas Pelanggan .....                  | 67 |
| Gambar 4.8 Grafik <i>Normal Probability Plot</i> .....                        | 69 |
| Gambar 4.9 Pengujian Hipotesis (Kurva Uji- $t$ ) .....                        | 72 |

