

## List of Tables

Table 1 Revenue of Top Marvel's Movies.....	4
Table 2 Marvel's Movie Revenue After No Way Home .....	5
Table 3. Previous Research.....	14
Table 4 Operationalization Variable.....	22
Table 5 Likert Scale.....	29
Table 6 Validity Test Result .....	31
Table 7 Reliability Test Result .....	32
Table 8 Interval Class .....	34
Table 9 Score Criteria.....	35
Table 10 Criteria for Determination Correlation .....	38
Table 11 Characteristic Based on Gender.....	43
Table 12 Characteristics Based on Ages.....	43
Table 13 Characteristic Based on Category.....	44
Table 14 Characteristic Based on Domicile .....	45
Table 15 Score Criteria.....	45
Table 16 Recapitulation of Respondent Response in Marketing Mix Variable ....	46
Table 17 Recapitulation of Respondent Response in Customer Satisfaction Variable .....	47
Table 18 Recapitulation of Respondent Response in Customer Loyalty Variable....	48