



ABSTRAK

Industri bioskop merupakan salah satu industri yang banyak diminati dan cukup berperan dalam perekonomian di Indonesia. Namun, seiring berkembangnya teknologi, industri ini mengalami persaingan yang semakin kompetitif karena munculnya layanan *Video on Demand (VoD)*, dimana layanan ini mulai banyak digunakan oleh masyarakat sebagai alternatif hiburan. Dalam rangka mempertahankan bisnis, bioskop perlu melakukan *improvement* terhadap *pricing strategy*nya yang masih cenderung sederhana dengan mempertimbangkan lebih dalam implementasi *revenue management* melalui *variable pricing*. *Variable pricing* telah dikenal sebagai alat bantu yang cukup vital dalam implementasi *revenue management*, tetapi penerapannya dapat menuai berbagai respon. Hal ini bisa terjadi karena keadilan yang dirasakan (*perceived fairness*) konsumen akan berbeda-beda, akibat beragamnya karakteristik. Oleh karena itu, penelitian ini bertujuan untuk: (1) mengetahui bagaimana *perceived fairness* konsumen terhadap strategi *variable pricing* di bioskop, (2) mengetahui pengaruh karakteristik konsumen terhadap *perceived fairness*, (3) memberikan gambaran terkait penerapan strategi *variable pricing* yang dianggap adil melalui simulasi.

Dengan menggunakan instrumen berupa kuesioner, sebanyak 225 konsumen bioskop memberikan penilaian terkait dengan *perceived fairness* dan *familiarity* terhadap *revenue management*. Kuesioner diadaptasi dari penelitian-penelitian yang telah ada dan dilakukan modifikasi hingga uji coba. Metode statistik ANOVA dan juga regresi linear digunakan dalam menganalisis *perceived fairness* serta pengaruh karakteristik konsumen. Selanjutnya, sebagai gambaran akan dampak penerapan skenario yang dianggap adil, dilakukan simulasi berdasarkan pada nilai kesediaan membayar konsumen.

Jika dibandingkan dengan penelitian terdahulu yang serupa, hasil penelitian menunjukkan bahwa konsumen juga menganggap adil apabila bioskop menerapkan adanya perbedaan harga tiket berdasarkan jam pemutaran film (siang dan sore), hari pemutaran film (Senin-Kamis, Jumat, dan Sabtu-Minggu), dan waktu pemesanan tiket (*book early* dan *last minute*), hanya saja tingkat keadilan yang dirasakan oleh konsumen mengalami perubahan. Di samping itu, karakteristik konsumen yang mencakup jenis kelamin dan *familiarity* terhadap *revenue management* nyatanya berpengaruh signifikan terhadap penilaian keadilan konsumen. Hasil simulasi juga menunjukkan bahwa penerapan perbedaan harga berdasarkan jam dan hari pemutaran film serta waktu pemesanan tiket mampu meningkatkan frekuensi kehadiran dan *revenue* bioskop. *Surplus* konsumen juga cenderung meningkat khususnya pada penerapan perbedaan harga berdasarkan hari pemutaran film.

Kata kunci: bioskop, *pricing strategy*, *revenue management*, *variable pricing*, *perceived fairness*, karakteristik konsumen



ABSTRACT

The movie theater industry is one of the industries that is in great demand and plays a significant role in the economy in Indonesia. However, along with the development of technology, this industry is facing increasingly competitive competition due to the appearance of video on demand services, where this service is starting to be widely used by the public as an alternative entertainment. In order to maintain its business, movie theater need to make improvements to their pricing strategy which still tends to be simple by considering more in the implementation of revenue management through variable pricing. Variable pricing has been recognized as a vital tool in the implementation of revenue management, but its application can reap various responses because consumers' perceived fairness will be different, due to various characteristics. Therefore, this study aims to: (1) find out how consumers' perceived fairness towards variable pricing strategies in movie theater, (2) determine the effect of consumer characteristics on perceived fairness, (3) provide an overview regarding the application of the variable pricing strategies that considered fair through simulation.

By using a questionnaire, as many as 225 movie theater consumers gave appraisals related to perceived fairness and familiarity with revenue management. The questionnaire was adapted from existing studies and was modified to trial. ANOVA and also linear regression were used to analyze perceived fairness and the influence of consumer characteristics. Furthermore, as an illustration of the impact of implementing the fair scenarios, a simulation is carried out based on the consumer's willingness to pay.

When compared with similar previous studies, this study indicate that consumers also consider it fair if movie theater apply differences in ticket prices based on broadcast hours (noon and afternoon), broadcast days (Monday-Thursday, Friday, and Saturday-Sunday), and ticket booking time (book early and last minute), it's just that the level of consumers' perceived fairness has changed. In addition, consumer characteristics that include gender and familiarity with revenue management actually have a significant effect on perceived fairness. The simulation results also show that the implementation of price differences based on the hour and day of broadcast and the time of ticket orders can increase the frequency of attendance and movie theater revenue. Consumer surplus also tends to increase, especially in the implementation of price differences based on the day of broadcast.

Keywords: movie theater, pricing strategy, revenue management, variable pricing, perceived fairness, consumer characteristics