



INTISARI

Industri bioskop menghadapi persaingan yang semakin kompetitif. Salah satu cara yang dapat dilakukan untuk dapat memenuhi kebutuhan pelanggan dalam persaingan yang kompetitif adalah mengimplementasikan *revenue management*. Hingga saat ini, *revenue management* masih dibatasi dalam skema yang sederhana di bioskop. Hal ini bisa disebabkan karena pelanggan bisa jadi menerima praktik *revenue management* sebagai suatu ketidakadilan atau ketidakwajaran. Oleh sebab itu, untuk dapat melakukan *improvement* terhadap skema yang digunakan saat ini, perlu diketahui bagaimana penerimaan pelanggan terhadap skenario *pricing* bioskop, potensi perilaku yang mungkin muncul apabila suatu kebijakan dianggap tidak adil, serta gambaran efek penerapan aplikasi strategi.

Sebanyak 200 pelanggan bioskop memberikan jawaban pada kuesioner mengenai *perceived fairness*. Teknik *sampling* yang digunakan adalah *convenience sampling*. Kuesioner yang digunakan dimodifikasi dari peneliti sebelumnya, dan telah diuji pada *pilot study*. Setelah dilakukan analisis terhadap respon, dibuatlah simulasi penerapan strategi yang diterima, dengan pembentukan fungsi permintaan hipotetis, untuk mendapatkan harga optimal. Selanjutnya, dihitung *revenue* sesuai dengan model untuk menggambarkan efek penerapan strategi.

Hasil penelitian menunjukkan bahwa pelanggan dapat menerima perbedaan harga tiket berdasarkan waktu (pagi dan sore serta *weekend* dan *weekdays*). Di samping itu, diketahui juga potensi perilaku yang muncul apabila bioskop menerapkan kebijakan harga yang dirasa pelanggan sebagai kebijakan yang tidak adil. Selanjutnya, berdasar pada hasil simulasi, penerapan perbedaan harga berdasarkan waktu di bioskop dapat meningkatkan pendapatan bioskop.

Kata kunci: *revenue management*, bioskop, *perceived fairness*, *rate fences*, *pricing strategy*.



ABSTRACT

In order to compete in today's environment, movie theaters should make an improvement in their pricing scheme. Revenue management implementation in movie theaters is still restricted in the simple ways. It might be caused by the worries: 'if it is perceived as unfair'. Therefore, to be able to improve their pricing scheme by implementing revenue management, movie theaters need to know how the acceptance of some pricing scenarios, the potential behavior that might occur if a scheme perceived as unfair, and also the picture of implementing the pricing scheme in the industry.

Two hundred movie theaters' customers provide answers to the questionnaire about perceived fairness. The convenience sampling technique is used in this research. The questionnaire used is modified from the previous researchers and has been tested in a pilot study. After analyzing the responses, simulation of the scenarios that are perceived as fair are run by the formation of hypothetical demand functions to get the optimal prices. Furthermore, revenue is calculated to describe the effects of implementing the strategy.

The results showed that customers perceived ticket price differences based on time (morning and noon, as well as weekdays and weekend) as fair. In addition, the potential behavior that appears if movie theaters implement a scheme that is perceived as unfair has been identifies. Furthermore, based on the simulation results, the implementation of the pricing schemes below can increase movie theaters' revenue.

Keyword: revenue management, movie theater, perceived fairness, rate fences, pricing strategy.