

The Effect Of Self Image Congruity And Functional Congruity To Attitudes And Repurchase Intention

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Abstract: *The purpose of this study is to explain the effect of self image congruity and functional congruity on the attitude and repurchase intention of luxury cinema customer. Using purposive sampling technique, 102 correspondences were included. The results showed that self image congruity and functional congruity have significant positive effect on customer attitude. Furthermore, attitudes have a significant positive effect on the repurchase intention. The concept of self image congruity, functional congruity, and attitudes in this research indicates that the application of image congruity by cinema customer. The Premiere becomes an important factor in increasing the repurchase intention at The Premiere cinema.*

Keyword: *Self Image Congruity, Functional Congruity, Attitude and Repurchase Intention*

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I. Introduction

One of the big cinema company in Indonesia is Cineplex 21 Group which is the pioneer of cineplex network in Indonesia. Cineplex 21 Group started its work in the entertainment industry since 1987, until June 2015 Cineplex 21 Group has a total of 1240 screens across 33 cities in 146 locations across Indonesia (Cineplex 21 Group, 2017). Most of the cinemas are located in big cities shopping malls. The movies they are showing is mainly hollywood and Indonesian movies. Each cinema is supported by Dolby Digital, THX and Dolby Atmos latest sound technology. The Premiere is a cinema concept equipped with luxurious facilities such as a special lobby, special seats like a business class in an airplane, and a blanket. The Premiere to date has been present in several major cities in Indonesia with cinema ticket price of Rp 60,000 - Rp 150,000 (Cineplex 21 Group, 2017).

The Premiere is perfect for consumers who want or prefer luxury, love a more exclusive atmosphere, more comfort, extra facilities, and do not mind to pay more for it. Watching in The Premiere can reflect the self image congruity of consumers who like to show luxury, exclusivity and have a feeling that they are in a higher class than people who only watch in regular cinema.

An earlier reviewed by Su and Renolds (2017), image congruity is the level of conformity between the consumer's self image with the image of the product or brand. Self congruity shows the degree to which consumers perceive themselves as individuals who fit the purpose of the product being produced (Hanggara and Brahmana, 2015). Self congruity allows consumers to express themselves according to the brand to be purchased or used.

Kumar and Nayak (2014) said that self image congruity has a significant impact on functional congruity. Sreejesh et al. (2015) states that functional congruity as a mismatch between customer perceptions of product/service attributes before making their purchases and evaluations after making a purchase. Situational conformity is essentially a refinement of self congruity theory, while functional congruity is in stand-alone contrast with self congruity. In terms of functional congruity, consumers want the product not for the physical product itself, but for the benefits they get from the use of the product (Klipfel, 2014).

Research conducted by Liu et al. (2012) found that self congruity has an effect on attitude. Kang et al. (2012) states that self image congruity has a significant effect on attitudes. Wang and Liu (2010) said that attitudes affect to repurchase intention. Kazemi et al. (2013) found that attitudes positively affect to repurchase intention. Thamrin and Francis (2012) said that repurchase intention is a buying intention based on past purchasing experience. In the consumer evaluation process will usually form a preference for other alternative brands, not infrequently because the alternative choices are mostly consumers to replace products or services when purchasing the second or the next.

II. Heading

Repurchase Intention

Repurchase intention is a tendency of customer behavior to choose the products or services provided by the same seller when they have to buy the product or service again in the future. Consumers feel it is important to reconsider the product or service as a consideration for future users (Wang and Liu, 2010). In the consumer evaluation process consumers will usually form a preference for other alternative brands, not infrequently because the alternative choices are mostly consumers to replace products or services when purchasing the second or the next.

Self Image Congruity

Self image congruity as a effective response generated prior to customer visits to the store or during the consumption process (Kang et al, 2012). This shows that in choosing and using goods both for personal interest and the common interest seen from how the consumer perspective of the brand and whether the brand in accordance with the consumer personality. A typical self image is owned by each individual, the distinctive self image is the result of the development of the individual background and experiences (Widijiono and Japariato, 2015). Self image congruity indicates the level where the consumer see themselves as individuals who fit the goals of the product (Hanggara and Brahmana, 2015).

Functional Congruity

Sreejesh et al. (2015) said that functional congruity as the difference between the customer's perception of the product or service attribute before making their purchase and evaluation after purchase. Functional congruity has important benefits to customer attitudes and will affect to purchase behavior.

Attitude

Attitude is customer recognition and evaluation of telecommunication services after customers use the service Wang and Liu (2010). Kazemi et al. (2013) said that attitudes are the general feeling of society about the desire or behavior to do something.

III. Indentations And Equation

Data collected throught research intrument in the form of questionnaire. The statements on the questionnaire were measured using a Likert scale of 1 to 5 scale. The population in tis study is respondents who have been seen in The Premiere at least one time in the last 6 months, respondents domicile in Denpasar City and Badung Regency and Respondents who have a minimum education level of senior high school or equivalent with consideration considered to understand and be able to answer the questionnaire objectively.

IV. Figure And Table

From the above description of the literature, the concept of research framework is presented as shown below (Figure 1).

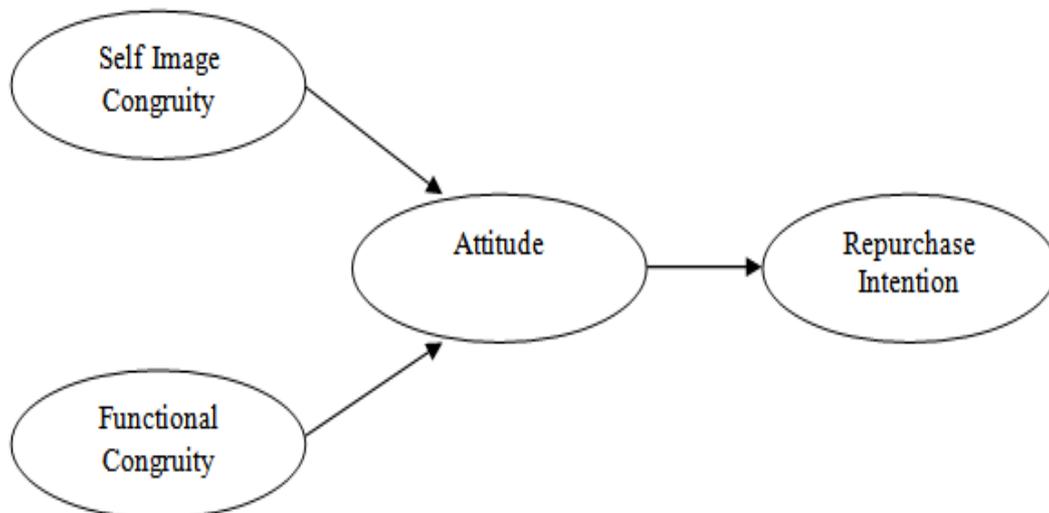


Figure 1. Research Conceptual Framework

V. Result

The respondents of this study consists of 63,7% women and 36,3% men. Majority of the respondents fall in 21-30 years old category which account for 58,8%. Based on respondent domicile, the majority is Denpasar City as much as 82,4%. Based on the level of education,58.1%respondents are bachelor. Respondents that work in private company and respondent employed in other jobs has the same percentage of 39.2% among all respondents.

Statistical test conducted to determine the relationship between vairabel which will be used as a basis to answer the research hypothesis that has been proposed. The statistical test of the processing result with Structural Equation Model (SEM) is done through probability (p) and critical ratio (CR) values of each variable (Table 1).

Table 1. Regression Weight Full Model Parameters

			Estimate	S.E.	C.R.	P
Self_Image_Congruity	→	Attitude	0,411	0,116	3,530	0,000
Functional_Congruity	→	Attitude	0,361	0,150	2,411	0,016
Attitude	→	Repurchase Intention	0,584	0,119	4,916	0,000

Source: Primary Data, 2017

The effect of self image variable on the attitude result obtained value of probability is 0,000 less than 0,05 and estimate value equal to 0,411, meaning self image have positive and significant effect to attitude. This result supported by Kang *et al.* (2012), Sreejesh *et al.* (2015) dan Liu *et al.* (2012).

The effect of functional congruity variable on attitude result obtained value of probability is 0,016 less than 0,05 and estimate value equal to 0,361, meaning functional congruity have positive and significant effect to attitude. This result supported by Sreejesh *et al.* (2015), Kang *et al.* (2012) dan Su and Reynolds (2017).

The effect of attitude variable repurchase intention result obtained value of probability is 0,000 less than 0,05, and estimate value equal to 0,584, meaning attitude positive and significant influence to repurchase intention. This result supported by Dewi and Ardani (2016), Kang *et al.* (2012) and Wang and Liu (2010).

VI. Conclusion

The results of our survey show that the application of image congruity by cinema consumers The Premiere becomes an important factor in increasing intention repurchasing at The Premiere cinema. Consumer perception in assessing the The Premiere as a good cinema, is an important factor of the application of consumer attitudes in increasing repurchase intention movie tickets at The Premiere. Good cinema according to consumer perception, will increase the repurchase intention of The Premiere ticket. In addition, the implementation of self image congruity and functional congruity by consumers in The Premiere is also an important factor in increasing the repurchase intention. Indicator of self image congruity and value obtained by consumers in accordance with the price paid becomes an important indicator in increasing repurchase intention of The Premiere tickets .Based on our research result, self image congruity and functional congruity have positive and significant influence on attitude. Attitudes also have a significant positive effect on repurchase intention.

Research Implication

The results of this study certainly has some practical implications. Firstly, The results shown that the application of image congruity by The Premiere consumer becomes an important factor that increases the repurchase intention at The Premiere. Consumer perceptions in assessing The Premiere as a good cinema, is an important factor for the application of consumer attitudes in increasing the repurchase intention of The Premiere movie tickets. Good cinema according to consumer perception will increase the repurchase intention The Premiere tickets.

Secondly, the results shown that the implementation of self image congruity and functional congruity by consumers in The Premiere become an important factor that increases repurchase intention. Indicators of self image congruity and the value obtained are also important indicators in increasing the repurchase intention in the The Premiere.

Limitation and Future Research

The location of the research is only conducted on cinema responders The Premiere domiciled in Badung Regency and Denpasar City so that the result of this research can not be generalized to other wider region. This study was taken at a certain time limit (cross section), whereas changes in the environment at any time can change dynamically, so this research is important to do back in the future.

Future research can add constructs other than self image congruity, functional congruity such as frequency and satisfaction in order to identify more deeply about the attitude and repurchase intention. Future

research is expected to measure the effects of self image congruity and functional congruity mediation through attitudes toward the repurchase intention.

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