

# The Effect of Physical Environment and Perceived Value on Customer Satisfaction and Behavioral Intention at the Cinema in Vietnam

Dam Tri Cuong

Faculty of Business Administration, Industrial University of Ho Chi Minh City, Vietnam.

Email: damtricuong@iuh.edu.vn

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## Abstract

The aim of this study was to empirical research on the effect of the physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam.

**Methods/Statistical analysis:** We gathered research data from 439 moviegoers at the cinema in Vietnam. As empirical research, we analyzed the data using the partial least squared structural equation modeling (PLS-SEM) with SmartPLS software 3.2.7. We implemented a five-point Likert scale to measure the items of the constructs.

**Findings:** This finding showed as follows: First, the physical environment has a positive effect on customer satisfaction ( $\beta= 0.225$ ;  $p=0.000$ ). Second, the physical environment has not to affect behavioral intention ( $\beta= 0.067$ ;  $p=0.085$ ). Third, perceived value has a quite-substantial positive effect on customer satisfaction ( $\beta= 0.400$ ;  $p=0.000$ ). Fourth, perceived value has a positive impact on behavioral intention ( $\beta= 0.197$ ;  $p=0.000$ ). Finally, customer satisfaction has a relatively substantial positive effect on behavioral intention ( $\beta= 0.506$ ;  $p=0.000$ ).

**Improvements/Applications:** These results may give practical implications for cinema managers to recognize the effect of the physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam. Besides, based on the physical environment and perceived value, they can increase customer satisfaction and behavioral intention.

**Keywords:** physical environment, perceived value, customer satisfaction, customer loyalty, cinema, SmartPLS.

## Article History

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## I. Introduction

At present, when the living standard of Vietnamese is enhanced, watching movies at the cinema is a popular form of entertainment, which is suitable for many ages and is becoming increasingly popular, especially in big cities. In 2019, CGV Vietnam has the number of cinemas' largest with 75 cinemas in the country. The second is the Lotte Cinema with 42 cinemas. The other two publishers are BHD (BHD

Media JSC) and Galaxy Cinema (Galaxy Studio JSC), with 9 and 14 cinemas, respectively. CGV cinema's representative said that in 2018, Vietnam's total box office revenue was 143.3 million US\$, and the number of moviegoers going to the theater was 47.2 million, and in 2019, CGV cinema's representative also remarked that total box office revenue in Vietnam would increase by 24% to 178.3 million US\$, and the number of moviegoers would

increase by 22% to 57.5 million [1]. Therefore, the increasing competition among cinemas in attracting customers, as well as the expanding number of moviegoers in cinemas, required cinema managers should give reasonable strategies to serve customers efficiently and boost customer satisfaction, as well as increase their behavioral intentions towards the cinemas. Besides, according to moviegoers' view, the physical environment and perceived value were two of the factors that influence the cinema selection [2].

Some empirical researches stated that the effect of the physical environment on customer satisfaction and behavioral intention [3–7]. Prior empirical studies also showed that perceived value affected customer satisfaction and behavioral intention [7–12]. However, researches about the effect of the physical environment and perceived value on customer satisfaction and behavioral intention have a few in the cinema market, especially in Vietnam. Thus, the research's primary purpose was to empirical research on the effect of the physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam.

## II. Literature review and research hypotheses

### 2.1. Physical environment

The physical environment of the service industry represented the notion of "servicescape" that was the human-made built physical environment different from the natural or social context, in which the delivery of service products takes place [4,13]. The organization's physical environment consists of the overall layout, design, decoration, and aesthetics [14]. The researches recently stated that the physical environment was one of the critical factors in attracting, satisfaction, and behavioral intention [4,7,8].

Empirical studies also showed that the physical environment affected customer satisfaction [3,4,8]. It was evident from the literature that the physical environment influenced behavioral intention [3,5,8]. Therefore, we proposed the following hypotheses:  
H1: Physical environment has a positive influence

on customer satisfaction.

H2: Physical environment has a positive influence on behavioral intention.

### 2.2. Perceived value

The role of perceived value was becoming a growing interest to clients because it was one of the essential determinants in now's market [15]. Perceived value also was a necessary component of a product or a service because it has influenced the profitability of the firm [16]. Perceived value as the customer's evaluation of the benefits of the product/service based on their previous sacrifice and ex-post received result [17]. The perceived value, in the narrowest sense, was the amount paid for the product/service. More broadly, the perceived value was the value sum that customers gave up to gain the benefits of having or using the product/service [11,18].

Perceived value was one of the most factors toward customer satisfaction and behavioral [8,12,15,19]. Empirical researches revealed that perceived value affected customer satisfaction and behavioral [5,20,21].

Thus, we proposed the following hypotheses:

H3: Perceived value has a positive influence on customer satisfaction.

H4: Perceived value has a positive influence on behavioral intention.

### 2.3. Customer satisfaction and behavioral intention

Customer satisfaction has been the companies' aim when the companies have more tried for quality in their products/services [22]. Customer satisfaction also has been one of the primary aspects that managers should tend to reach. The competitive advantage of the company was to satisfy the customer effectively, and it meant to surpass the expectations of the customer [23]. Consequently, customer satisfaction identified as the center of success in today's competition [11,24].

Behavioral intentions can consider as indicators of customers sign will continue with or leave from the business. Behavioral intention can be favorable or unfavorable [25]. Favorable behavioral intentions included saying positive things and recommending

the service to others, paying a price premium, spending more money with the company, and remaining loyal. On the other hand, unfavorable behavioral intentions included leaving the company, spending less money with the company, spreading negative word of mouth, and taking legal action [26]. Behavioral intention also identified as loyalty intention [27].

Some previous studies stated that customer satisfaction was a significant determinant of behavioral intention [5,22]. Empirical researches indicated that customer satisfaction had a positive effect on behavioral intention [4,5,8,12].

Previous investigations also showed that customer satisfaction led to enhanced chances of repurchasing, saying positive, encouraging, and recommending to the company [7,23]. Previous studies stated that customer satisfaction had a positive effect on customer loyalty [9,11,23,28]. Therefore, we proposed the following hypothesis:

H5: Customer satisfaction has a positive influence on behavioral intention.

Based on the purpose of research, literature review, and hypotheses development, the research model presented in [Figure 1].

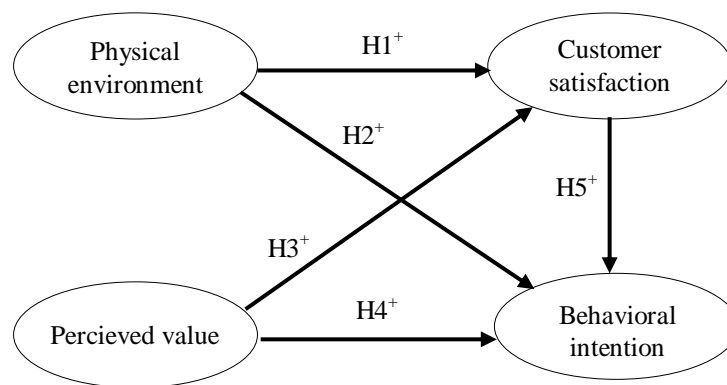


Figure 1. Proposed research model

### 3. Research methodology

#### 3.1. Measures

The measurement items of the constructs from prior researches were modified and adjusted to suit the analysis context. We applied a five-point Likert scale to measure the variables.

In the inquiry, we adjusted three items of the physical environment from [4,5,8]. We also modified three variables of perceived value from [16,17,30], four items of customer satisfaction from [5,8,32,33], and four items of behavioral intention from [4,8,12].

#### 3.2. Sample and data collection

The data source was an investigation of the moviegoers at the cinema in Vietnam. The research sample was conducted based on convenience sampling with different groups of moviegoers about gender and age in many places in Vietnam. The purpose of this examination was to reach the

representation of the received sample. We provided a total of 550 questionnaires, and there were 439 answers accepted for the last analysis. The demographic features of the moviegoers described as followed. There were 165 males' moviegoers (37.6%), and 274 females' moviegoers (62.4%). The respondents whose age was from 16-18 constituted 25.1%, from 18-25 represented 52.2%, from 25-35 represented 13.4%, and over 35 represented 9.3%.

#### 3.3. Analytical approach

Testing the proposed research model by using the partial least squared structural equation modeling (PLS-SEM) with SmartPLS software 3.2.7. Testing the proposed research model and hypotheses were conducted through two stages: (1) Testing of the measurement model and (2) Testing of the structural model [34].

### 4. Result and discussion

#### 4.1. Result

**(1) Testing of the measurement model: construct reliability and validity**

[Table 1] presented the measurement scale of the construct's analysis results.

[Table 1] showed that two constructs: BI and SAT reached the internal consistency reliability (Cronbach's alpha > 0.70 and composite reliability (CR) > 0.70). The outer loading of all items used in

the research approved (above 0.70) and the average variance extracted (AVE) valued > 0.50. PV and PHY have Cronbach's alpha < 0.70, but CR > 0.70, AVE > 0.50, and the outer loading of items of PV and PHY above 0.70; thus, PV and PHY can be accepted. Therefore, the constructs gained convergent validity.

**Table 1: The measurement scale of constructs**

Construct	Indicator	Standardize loading	Cronbach's alpha	CR	AVE
Behavioral intention (BI)	BI1	0.761	0.819	0.880	0.647
	BI2	0.798			
	BI3	0.845			
	BI4	0.811			
Customer satisfaction (SAT)	SAT1	0.743	0.759	0.847	0.581
	SAT2	0.787			
	SAT3	0.722			
	SAT4	0.793			
Perceived value (PV)	PV1	0.702	0.698	0.833	0.625
	PV2	0.789			
	PV3	0.873			
Physical environment (PHY)	PHY1	0.753	0.660	0.815	0.594
	PHY2	0.778			
	PHY3	0.781			

Source: Data processing result

**Table 2: Discriminant validity**

Construct	Behavioral intention (BI)	Customer satisfaction (SAT)	Service quality (SQ)	Physical environment (PHY)
Behavioral intention (BI)	<b>0.805</b>			
Customer satisfaction (SAT)	0.622	<b>0.762</b>		
Perceived value (PV)	0.457	0.472	<b>0.791</b>	
Physical environment (PHY)	0.307	0.352	0.316	<b>0.771</b>

Source: Data processing result

**(2) Testing of the structural model**

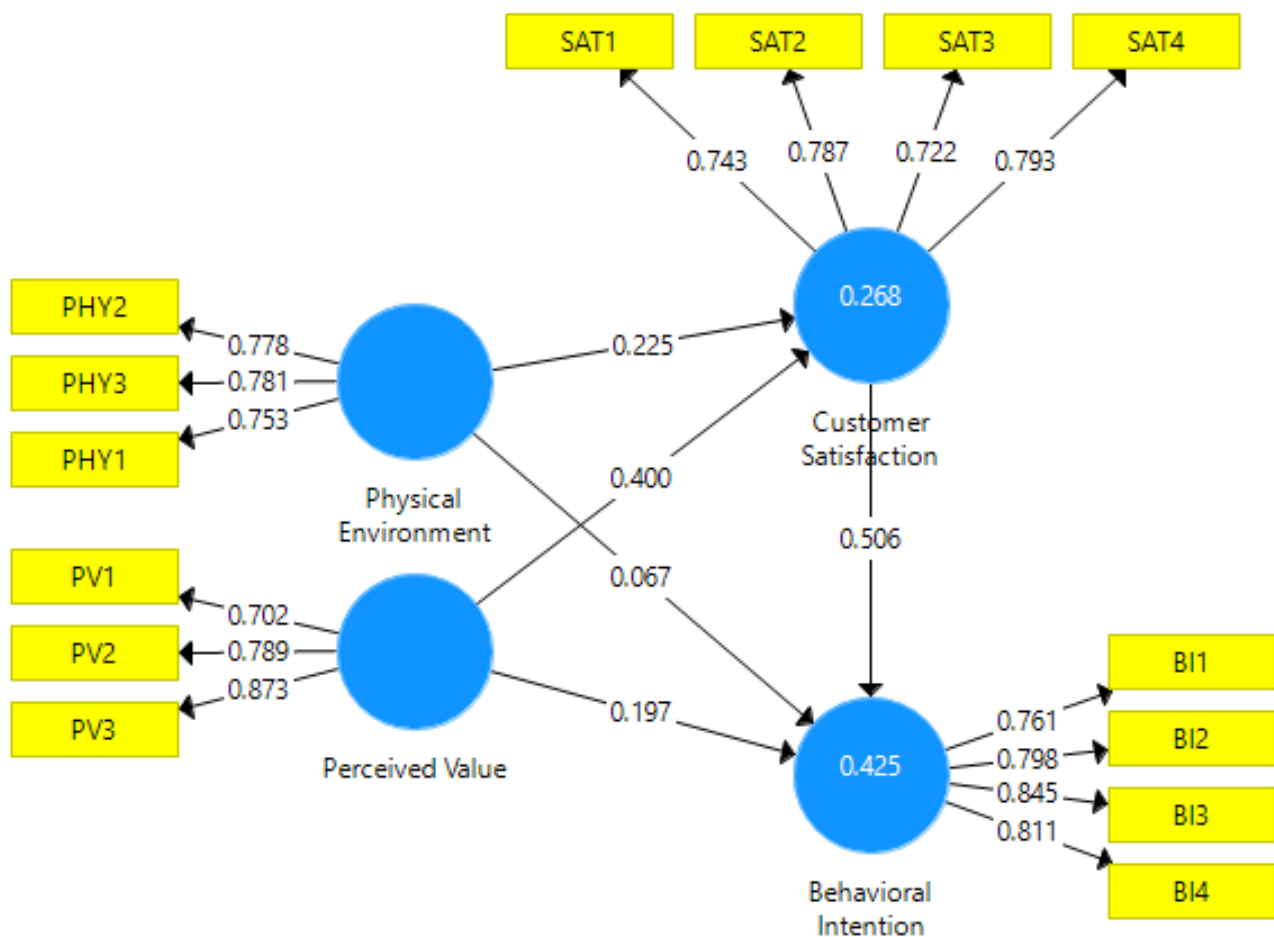
Subsequently, we evaluated discriminant validity through the Fornell-Lacker criterion [31]. [Table 2] noted that the square root of AVE of reflective construct behavioral intention, customer satisfaction, perceived value, and physical environment was more than the corresponding latent variables correlation. Therefore, these constructs were met the discriminant validity.

**(2.1) Model fit testing**

[Figure 2] and [Table 3] explained the revealed of the structural model.

These results presented in [Figure 2] and [Table 3]

explained that the Chi-square = 524.803 was significant at 0.05 level ( $p=0.00$ ). SRMR (standardized root mean square residual) was a measure of the approximate model fit of the proposed research model. By convention, a model had a good model fit when SRMR was less than 0.08 [31]. The analyzing result in [Table 3] revealed that the model had SRMR indices = 0.079 < 0.08. Therefore, the proposed research model was well-suited for the investigation data. Moreover, testing of a multicollinearity issue revealed that all VIF values are below the threshold of 5. Therefore, there are no multicollinearity problems in the structural model [34].



**Figure 2:** The structural model (PLS-SEM)

**Source:** Data processing result

**Table 3: Model fit**

	Saturated model	Estimated model
SRMR	0.079	0.079
d_ULS	0.650	0.650
d_G1	0.224	0.224
d_G2	0.201	0.201
Chi-square	524.803	524.803
NFI	0.748	0.748

**Source:** Data processing result

### (2.2) Hypotheses testing

[Table 4] showed hypotheses testing results. Bootstrapping results (with 5000 resamplings) for the relationship between the constructs in the proposed research model revealed that the t-value of the hypotheses H1, H3, H4, H5 were higher than

1.96, and these hypotheses the suggestions were significant at the  $p < 0.05$  level. Therefore, these hypotheses were supported. However, hypothesis H2 had not significant at the 5% level, so hypothesis H2 was unsupported [Table 4].

**Table 4: Hypotheses testing results**

Path	Original sample	t-value	p-value	95% confidence interval	Hypotheses	Finding
SAT → BI	0.506	10.564	0.000	[0.409-0.597]	H5	Supported
PV → BI	0.197	4.422	0.000	[0.107-0.286]	H4	Supported
PV → SAT	0.400	9.585	0.000	[0.316-0.483]	H3	Supported
PHY → BI	0.067	1.715	0.086	[-0.009-0.145]	H2	Unsupported
PHY → SAT	0.225	4.639	0.000	[0.129-0.318]	H1	Supported

**Source:** Data processing result

### (2.3) R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size) and Q<sup>2</sup> (predictive relevance)

For the structural model, the important evaluation metrics were R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size), and Q<sup>2</sup> (predictive relevance) [34]. The R<sup>2</sup> was the overall effect size measure for the structural model [35]. The R<sup>2</sup> value of 0.19, 0.33, and 0.67 were respectively interpreted as weak, moderate, and substantial [36]. The (f<sup>2</sup>) effect size was presented as the independent variable

contribution to the dependent variable. The f<sup>2</sup> value 0.02 was small, 0.15 was medium, and 0.35 was high [37]. The Q<sup>2</sup> value was described as assessing the structural model's predictive relevance about each endogenous construct. The Q<sup>2</sup> value should be above zero [34].

In this research, the R<sup>2</sup> value for the overall model here was 0.425 less than 0.67, classified as a moderate effect; we found that SAT had a quite-substantial significant effect (0.506), followed by

PV (0.196) [Table 5]. Furthermore, the physical environment and perceived value explained 26.8% of the variance on customer satisfaction; this

construct's predictor showed that PV had a pretty-substantial significant effect (0.400) and followed by the PHY effect (0.225) [Table 5].

**Table 5: R<sup>2</sup> (explained variance), f<sup>2</sup> (effect size) and Q<sup>2</sup> (predictive relevance)**

Relationship	Path coefficient	f <sup>2</sup>	Construct	R <sup>2</sup>	Q <sup>2</sup>
SAT → BI	0.506	0.326	Behavioral intention	0.425	0.247
PV → BI	0.197	0.051			
PV → SAT	0.400	0.197	Customer satisfaction	0.268	0.144
PHY → SAT	0.225	0.062			

**Source:** Data processing result

[Table 5] also revealed that the f<sup>2</sup> effect sizes. The high f<sup>2</sup> effect size happened for the relationship of customer satisfaction → behavioral intention (0.326). The medium f<sup>2</sup> effect size occurred for the link perceived value → customer loyalty (0.197). The small f<sup>2</sup> effect size occurred for the relationship of the physical environment → customer satisfaction (0.062) and the relationship of the perceived value → behavioral intention (0.051).

Table 5 also pointed out that the Q<sup>2</sup> values of two endogenous constructs were above zero. Precisely, the behavioral intention had Q<sup>2</sup> values (0.247), and customer satisfaction had Q<sup>2</sup> values (0.144). Consequently, we received the model's predictive relevance.

#### 4.2. Discussion

This research presented that empirical research on the effect of the physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam, as proposed in the research model. This study's contribution was analyzed and tested the effect of the physical environment and perceived value on customer satisfaction and behavioral intention in a different context compared with previous studies. Most of the prior studies concentrated on these effects for the various service industry, and this examination explained these effects at the cinema in Vietnam.

This research result showed that of the five hypotheses, four hypotheses were upheld, and one was not supported; that was the physical environment has not a positive effect on behavioral intention.

This study result showed that the physical environment has a positive effect on customer satisfaction. The physical environment was an important variable that directed to customer satisfaction. Though the impact of the physical environment on customer satisfaction was weak-medium ( $\beta = 0.225$ ), and the f<sup>2</sup> effect size of the relationship of the physical environment and customer satisfaction was small (0.062). The result of this study was confirmed by previous empirical research [3–5,8].

This study result also stated that perceived value has a positive effect on customer satisfaction. Better perceived value, according to moviegoers, directed to more expanded customer satisfaction. Furthermore, the impact of perceived value on customer satisfaction was high ( $\beta = 0.400$ ), and the f<sup>2</sup> effect size of the relationship of perceived value and customer satisfaction was medium (0.197). Existing empirical concepts supported the hypothesis test result of this research. The result of this study was supported by previous empirical research [6,11,12]. This research result also

disclosed that perceived value has a positive effect on behavioral intention. However, the impact of perceived value on behavioral intention was weak ( $\beta = 0.197$ ), and the  $f^2$  effect size of the relationship of perceived value and the behavioral intention was small (0.051). The result of this study was supported by previous empirical research [5,20,21]

The research result also demonstrated that customer satisfaction has a significant effect on behavioral intention. Better customer satisfaction, according to moviegoers, led to more increased behavioral intention. Moreover, the impact of customer satisfaction on behavioral intention was substantial ( $\beta = 0.506$ ), and the  $f^2$  effect size of the relationship of customer satisfaction and the behavioral intention was quite-high (0.326). The finding of this study was supported by previous studies [4,8,12]

## 5. Managerial implications, limitations, and future research

### 5.1 Managerial implications

The research results showed that the physical environment was direct to customer satisfaction. This result helps cinema managers to understand the importance of the physical environment in customer satisfaction. Therefore, they should concentrate on décor and design, ambiance, and especially the equipment (For example, the audio system, images, seats, etc.).

The results also showed that perceived value has an essential role in customer satisfaction. As well as, perceived value also has a predictor affected behavioral intention. For this reason, cinema managers should give the price plan so that it's affordable, competitive, and value for money to help improve customer satisfaction and behavioral intention.

These results also stated that customer satisfaction has an essential factor in behavioral intention. And that is why cinema managers should continue to improve customer satisfaction effectively to enhance behavioral intention.

### 5.2 Limitations and future research

Though this research significantly contributed to literature, it has some limitations. Firstly, this

research examined some cinemas in Ho Chi Minh City, not yet representative of other cities in Vietnam. Secondly, this research only analyzed the effect of the physical environment and perceived value on customer satisfaction and behavioral intention at the cinema in Vietnam. Thus, these limitations can give some direction for later research.

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