



An Empirical Model Of Customer Loyalty Toward The Film Industry With New Challenges In The Post-Covid Age

Chen Shu¹, and Khunanan Sukpasjaroen^{2*}

¹Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, (CBIS), Rajamangala University of Technology Tawan-OK, Thailand, shu.che@rmutto.ac.th

^{2*}Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, (CBIS), Rajamangala University of Technology Tawan-OK, Thailand, khunanan_su@rmutto.ac.th

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ABSTRACT

This study aims to construct an empirical model to address the challenges and opportunities facing the Chinese film industry in the Post-Covid Age and delves into the relationships between customer satisfaction and loyalty. Employing a quantitative research approach and integrating various theoretical frameworks, including annual reports on the Chinese film market, consumer behavior models, and theories such as Service Quality (RATER) and Theory of Planned Behavior (TPB), the researcher conducted a comprehensive analysis. A questionnaire survey was conducted at Wanda Cinemas, one of the busiest cinema chains in Beijing, resulting in 536 valid responses. The findings indicate significant relationships between the Theory of Planned Behavior (TPB), Service Quality (RATER), and customer satisfaction and loyalty in the film industry. In the context of the film market, the impact of TPB and RATER on customer loyalty is validated through the mediating role of customer satisfaction. Furthermore, the application of the TPB model reveals the enduring connection between customer satisfaction and loyalty in the Post-Covid Age. Through a thorough investigation of the Chinese film industry, this study provides a profound understanding of the mechanisms shaping customer loyalty in the Post-Covid Age Chinese film market. The empirical model not only offers strategic guidance for the film industry to navigate new opportunities and challenges but also establishes a valuable theoretical foundation for future research in related fields. Ultimately, this research provides empirical support and practical recommendations for the sustainable development of the film industry and customer relationship management.

Keywords: Empirical Model; Customer Loyalty; Film Industry; Post-Covid Age

1. Introduction

1.1 Overview of the Chinese Film Industry During the Covid-19 Period

During the Covid-19 period, spanning from 2020 to 2022, the overall Chinese box office witnessed a downward trend. From the supply perspective, both the quantity and filing of films experienced a decline. On the consumption side, the 20-30 age group emerged as a major consumer force, with an increasing prominence of women in the consumer landscape. Additionally, the consumption market extended its reach to third and fourth-tier cities. Concerning film genres, a balanced development pattern was observed overall, with significant potential noted in the science fiction genre, and suspense films showing substantial market potential. In terms of marketing strategies, short video marketing has become a normalized promotional method. Simultaneously, the concept of film series has gained widespread popularity, becoming a prominent trend and a significant driving force in the development of the Chinese film industry (Chen & Zhang, 2023). Adapting to this changing landscape, the Chinese film industry emphasizes the need for greater flexibility and innovation. It underscores the importance of not only adjusting and enhancing the supply side but also gaining a deeper insight into consumer demands. Furthermore, more attention should be directed towards the production and promotion of science fiction and suspense films to cater to the diverse preferences of audiences. With the continued prevalence of short videos and film series, the film industry is evolving into a more diverse and dynamic ecosystem.

According to Maoyan data, the attendance during the Spring Festival film season fluctuated from 2018 to 2022 (excluding 2020), with figures of 145 million, 132 million, 160 million, and 114 million respectively (Maoyan, 2023). However, influenced by the uncertainties of Covid-19, the development of Chinese cinemas has entered a phase of "waiting in stillness," with investors adopting a more cautious approach toward cinema investments. As of 2022, the number of operational cinemas in China was 12,568. The growth rate of cinema numbers has gradually slowed down in recent years, with an increase of 4.4% in 2020, 3.9% in 2021, and a mere 1.0% in 2022 (Dengta, 2023). Concurrently, the growth rate of cinema screens in China has also shown a slow upward trend. By 2022, the number of cinema screens in China reached 76,486, compared to 75,377 in 2021 and 72,710 in 2020. However, the growth rate has declined, with an increase of 6.4% in 2020, 3.7% in 2021, and a modest 1.5% in 2022 (Dengta, 2023). This trend reflects the cautious attitude of investors toward the cinema industry during the Covid-19 period. Particularly in the context of Covid-19, many people are opting for online viewing. As the film industry continues to evolve, cinemas need to explore new development strategies, such as providing a higher quality viewing experience, driving technological innovation, and collaborating with online platforms to attract more audiences and stimulate industry growth.

During the Covid-19 period, the Chinese film market experienced a significant decline in consumer attendance, marking the most notable performance in 2022. According to data, the annual attendance of Chinese films in 2022 was 710 million, a

decrease of 460 million compared to 2021's 1.17 billion. The attendance rate in 2022 was 5.8%, a notable drop from 7.9% in 2021 and 8.1% in 2020, representing the lowest level in recent years (Dengta, 2023). Researchers attribute the decline in attendance and attendance rate to the impact of the Covid-19 pandemic. The sharp decrease in movie attendance reflects the severe impact of the pandemic on the film market. With the outbreak of the pandemic, concerns about public places and the trend of avoiding collective activities led to a sharp reduction in cinema audiences. The decrease in attendance rates indicates that even with audiences entering cinemas, there are empty seats, further exacerbating the challenges faced by the film industry. In response to this challenge, the Chinese film industry has adopted more flexible strategies, such as strengthening online distribution, enhancing the digital promotion of films, and introducing more attractive viewing experiences. Simultaneously, pandemic-related measures, such as reinforcing hygiene and safety standards and introducing online ticketing services, have played a positive role in boosting audience confidence and rebuilding market trust.

Researchers found that despite an overall decline in movie attendance, the viewing habits and behaviors of the consumer demographic have remained relatively stable. According to data from 2020 to 2022, the average frequency of movie attendance per person and its distribution has shown relative stability. In 2020, the average frequency of movie attendance per person was 2 times, with 60% of people attending once, 36% attending twice, 3% attending 6-9 times, and 1% attending 10 times or more. In 2021, the average frequency increased to 2.3 times, with 55% attending once, 37% attending twice, 5% attending 6-9 times, and 3% attending 10 times or more. In 2022, the average frequency returned to 2 times, with 60% attending once, 35% attending twice, 4% attending 6-9 times, and 1% attending 10 times or more (Dengta, 2023). These data indicate that from 2020 to 2022, the average frequency of movie attendance per person did not undergo significant fluctuations. In 2022, compared to 2021, there was a decrease in the proportion of audiences with high attendance frequency, but the majority of viewers still attended 2 times or less, accounting for 92% and 95%, respectively. This suggests that although the overall number of movie attendances has decreased, audiences are more inclined to maintain a habit of moderate movie attendance. In this context, the film industry has considered more precise ways to meet the audience's needs, promoting deeper engagement within a limited number of viewings by providing more enticing content and experiences.

1.2 Overview of the Chinese Film Industry in the Post-Covid Age

According to Taopiaopiao Research Institute (2023), the year 2023 marks the beginning of the Post-Covid Age, and the Chinese film market experienced explosive growth during the summer season, setting a new box office record. Data shows that the total box office for Chinese films during the summer of 2023 reached 206.1 billion, a 15.9% increase compared to 2019. The number of moviegoers reached 504 million, a 0.4% increase compared to 2019. The number of screenings also increased to 34.557 million, a 3.6% year-on-year increase. Behind this significant growth is the continuous supply of popular films, which has become a key driver of market box office growth. In terms of film performance, there is an abundant number of popular films, with the quantity of top films even recovering to the level of 2019. In the summer of 2023, 21 films grossed over a billion, an increase of 1 compared to the same period in 2019 and a decrease of 4 compared to 2018. The number of imported films has also rebounded, with 20 imported films during the summer season, a significant increase from 2022. This indicates that the Chinese film market is gradually recovering, and the demand for international films is strengthening once again. The growth in the summer box office has also led to changes in rankings among top-tier cities. Due to the impact of the pandemic, Shanghai had a lower box office last year, but in 2023, it rose 7 places to the top spot. Meanwhile, cities such as Beijing, Guangzhou, Hangzhou, Chongqing, and Wuhan experienced varying degrees of decline in their rankings, highlighting the fierce competition in the market. These changes may be closely related to factors such as local epidemic control and market promotion.

Table 1 Top Ten Cities in China by Box Office Revenue in 2023

Ranking	City	Number of Cinemas 2023 Season	Box Office New during in Season (Billion RMB)	Box Office Share	Year-on-Year Comparison with 2022 Summer Box Office	Average Earnings per Screening (RMB)	Individual Cinema Output (Ten Thousand RMB)
1	Shanghai	0	11.15	5.4%	414.3%	1128.1	343.2
2	Beijing	9	10.21	5.0%	155.6%	1118.3	410.2
3	Shenzhen	2	7.41	3.6%	141.0%	914.5	311.3
4	Chengdu	5	6.60	3.2%	192.7%	685.3	229.2
5	Guangzhou	3	6.57	3.2%	94.3%	830.5	300.1
6	Hangzhou	3	5.10	2.5%	118.1%	844.5	288.4
7	Chongqing	4	4.96	2.4%	114.0%	530.9	180.5
8	Wuhan	2	4.51	2.2%	100.4%	790.9	292.8
9	Suzhou	3	4.24	2.1%	108.8%	699.1	224.5
10	Xi'an	3	3.95	1.9%	160.5%	850.8	310.8

Source: Taopiaopiao Film Think Tank (2023)

In the realm of top-tier cinema chains, Wanda Cinema Line stands out prominently. With the highest individual cinema output, each Wanda cinema achieves an impressive average box office of 3.98 million RMB, securing its place at the top. This indicates that Wanda Cinema Line possesses strong competitiveness and allure in the market, further emphasizing its influence in the Chinese film industry. Overall, the Chinese film market in 2023 has witnessed a dawn of recovery in the Post-Covid Age, as the success of the summer season demonstrates the audience's fervent demand for movies. The emergence of blockbuster films and the resurgence of international films have injected vitality into the entire industry chain. However, the competition among top-tier cities is intensifying, posing higher demands on local cinemas and filmmakers to adopt more flexible and innovative strategies to adapt to the dynamic changes in the market. In the Post-Covid Age, the Chinese film market is entering a new developmental stage, and all stakeholders should maintain keen observation and continuously explore paths for development that adapt to the new normal.

Table 2 Top 10 Cinema Chains by Box Office in China Summer Season 2023

Ranking	Cinema Chain	Number of Cinemas in the 2023 Summer Season	Box Office New (in ten thousand RMB)	Box Office Share	Year-on-Year Comparison of 2022 Summer Box Office	Average Revenue per Screening (in RMB)	Output per Single Cinema (in ten thousand RMB)
1	Wanda Cinema Line	17	34.88	16.9%	111.3%	920.3	398.2
2	China Film Digital Cinema	16	17.47	8.5%	125.2%	543.4	171.1
3	Shanghai Lianhe Cinema	9	17.04	8.3%	167.5%	827.2	252.9
4	China Film Southern Cinema	21	16.29	7.9%	135.5%	611.2	176.5
5	Dadi Cinema	5	13.70	6.7%	104.6%	521.3	150.3
6	Happiness Blue Ocean Cinema	11	9.14	4.4%	119.8%	599.1	163.0
7	Hengdian Cinema Line	2	8.71	4.2%	114.8%	520.7	172.8
8	Jinyi Pearl River Cinema	4	8.63	4.2%	107.8%	712.0	207.9
9	China Film Cinema Line	1	7.22	3.5%	109.1%	549.9	183.8
10	Zhejiang Times Cinema	14	6.77	3.3%	145.4%	530.1	146.3

Source: Taopiaopiao Film Think Tank (2023)

1.3 Customer Satisfaction and Loyalty Research

Based on the research by Hayes (2008) and Sewell & Brown (2002), the researchers find that customer satisfaction refers to the subjective perception of customers after experiencing a product or service. This concept involves customers' evaluations of various aspects, including product or service quality, performance, price, and service attitude. Customer satisfaction is typically quantified through surveys, feedback, and evaluations to help businesses better understand and meet customer needs, thereby enhancing customer loyalty, word-of-mouth, and competitiveness. In academia, the research field on customer satisfaction is quite extensive, spanning multiple disciplines and methodologies. Studies commonly focus on the following aspects: 1) Service Quality Models: Many studies aim to establish service quality models, such as the RATER model, to measure the performance of service providers in areas like reliability, assurance, tangibles, empathy, responsiveness. 2) Customer Complaint Behavior: By studying customer complaint behavior, researchers can understand the reasons for dissatisfaction and potential solutions, thereby improving products or services. 3) Customer Loyalty Research: There is a close relationship between customer satisfaction and loyalty. Research explores how increasing satisfaction enhances customer loyalty, leading to the establishment of long-term, stable customer relationships. 4) Online Word-of-Mouth and Social Media Analysis: Researchers can track and analyze customer satisfaction through social media and online reviews, obtaining more real-time and intuitive feedback. Moreover, customer satisfaction is often considered an intermediate variable, especially in studying customer loyalty, purchase intentions, and other aspects. Intermediate variables are used to explain the mechanism of the relationship between two variables. For example, customer satisfaction may mediate the relationship between product quality and customer loyalty, meaning that improved product quality leads to increased customer satisfaction, thereby strengthening customer loyalty. The significance of customer satisfaction is evident in several aspects: 1) Customer Retention and Loyalty: Satisfied customers are more likely to remain loyal and continue purchasing products or services from a business. By improving satisfaction, businesses can enhance customer loyalty and increase repeat purchase rates. 2) Word-of-Mouth Promotion: Satisfied customers are more likely to become loyal supporters of a brand, spreading positive word-of-mouth and bringing in more potential customers. Positive word-of-mouth helps businesses stand out in a competitive market. 3) Problem Resolution and Improvement: Customer satisfaction surveys provide timely feedback, helping businesses understand and address potential issues. Through customer feedback, businesses can quickly adjust business processes and improve product quality to better meet customer needs. 4) Competitive Advantage: In today's highly competitive market environment, customer satisfaction becomes a key factor for businesses to gain a competitive advantage. Businesses that consistently provide excellent customer experiences are more likely to attract and retain customers, thus gaining market share. In summary, customer satisfaction is not just an indicator in business operations; it is the cornerstone of long-term success for enterprises. By continuously optimizing products and improving service quality, businesses can win the hearts of customers, gaining a sustained competitive advantage in a fiercely competitive market.

According to Griffin (2002) and Robinson & Etherington (2006), the researchers find that customer loyalty refers to the strong trust and long-term support customers exhibit toward a specific brand, product, or service. Loyalty is manifested not only in the continuous purchase behavior of customers but also in their positive evaluations, word-of-mouth promotion, and willingness to choose the brand in a competitive environment. Customer loyalty is a crucial metric for businesses to establish stable customer relationships, enhance customer retention, and withstand competition. The primary dimensions of customer loyalty include: 1) Purchase Loyalty: The tendency of customers to consistently purchase the same brand or service, including repeat purchases, increased purchase quantities, or frequencies. 2) Behavioral Loyalty: Customers' willingness to recommend a brand or service to others, contributing to word-of-mouth promotion and acquiring new customers through social dissemination. 3) Emotional Loyalty: The emotional connection and trust customers have towards a brand or service, encompassing customer preferences, emotional sentiments towards the brand, and loyalty. 4) Loyalty Extension: Customers' willingness to try new products when a brand or service expands its product line or introduces new products. In academic research, the study of customer loyalty includes: 1) RATER Model: The service quality model is one of the classic models for studying customer loyalty, focusing on the impact of service quality on customer loyalty. This model includes dimensions such as reliability, assurance, tangibles, empathy, responsiveness. 2) Commitment-Trust Theory: This theory emphasizes the mutual relationship between brands and customers, particularly the commitment of the brand to customers and the establishment of a relationship based on trust. 3) Customer Satisfaction Research: There is a close connection between satisfaction and loyalty. Researchers investigate how customer satisfaction influences loyalty through surveys. 4) Customer Experience Research: Customer experience is a key factor influencing loyalty. By thoroughly understanding and improving customer experiences, businesses can enhance customer loyalty. 5) Social Psychology Research:

Loyalty is related to factors such as customer emotions and social connections. Research in social psychology can delve into these aspects' impact on loyalty. Through these studies, businesses can gain a comprehensive understanding of the mechanisms behind customer loyalty, enabling them to formulate corresponding strategies and measures to elevate customer loyalty levels.

2. Literature Review

2.1 Research Theory

2.2.1 RATER Model

As a thorough and actionable instrument for service quality evaluation, the SERVQUAL model underscores the interplay between customer expectations and actual service experiences. Transitioning to the RATER model, which concentrates on the same quintet of dimensions, offers organizations an enriched perspective on customer needs. By optimizing service processes, elevating service quality, and distinguishing themselves in the competitive service landscape, organizations can leverage the insights provided by the RATER model to achieve superior service excellence. The RATER model is a framework designed to evaluate service quality from the customer's perspective. Developed from the groundwork of the SERVQUAL model by Parasuraman, Zeithaml, and Berry, the RATER model simplifies the assessment of service quality into five key dimensions: Reliability, Assurance, Tangibles, Empathy, Responsiveness. This model is instrumental for businesses in identifying service gaps, understanding customer expectations, and implementing strategies to enhance overall service quality. 1) Reliability refers to the ability of a service provider to perform the promised service dependably and accurately. It is the cornerstone of service quality, where consistency in service delivery fosters trust among customers. 2) Assurance encompasses the knowledge, courtesy of employees, and their ability to convey trust and confidence. This dimension stresses the importance of employees' competencies, their confidence in handling customer inquiries, and their ability to make customers feel secure in their transactions. 3) Tangibles involve the physical evidence of the service, including the appearance of physical facilities, equipment, personnel, and communication materials. Tangibles serve as the visible cues that customers use to form their initial impressions and judgments about the service. 4) Empathy means providing caring, individualized attention to customers. It reflects the service provider's effort to understand and meet the individual needs of their customers. 5) Responsiveness is the willingness to help customers and provide prompt service. It signifies the service provider's commitment to addressing customer needs swiftly and efficiently. The RATER model serves as a practical tool for businesses to measure and improve their service quality. By evaluating their performance across these five dimensions, organizations can gain insights into the areas where they excel and identify opportunities for improvement. Implementing changes based on these insights can lead to enhanced customer satisfaction, increased loyalty, and a stronger competitive edge in the market.

2.2.2 Theory of Planned Behavior (TPB) Model

The Theory of Planned Behavior (TPB) model is a widely applied theoretical framework in social psychology used to explain and predict individual behavior. Proposed by psychologist Icek Ajzen in 1985, it is an extension of his earlier Theory of Reasoned Action (TRA). The TPB model posits that individual behavior is influenced by three main factors, collectively forming the individual's behavioral intention, thus influencing the ultimate behavioral performance: 1) Attitude: This factor involves the individual's positive or negative feelings about performing a specific behavior. Specifically, it includes cognitive evaluations of the behavior—what the individual perceives as the benefits or drawbacks of the behavior. 2) Subjective Norm: Subjective norm represent the perceived social pressure on individuals, indicating what they believe others expect of them regarding a particular behavior. This encompasses the opinions and expectations of others, playing a significant role in shaping the individual's behavioral intention. 3) Perceived Behavioral Control: Perceived behavioral control includes the individual's confidence in and perceived ease or difficulty of performing a particular behavior. It involves whether the individual believes they can control the behavior and the level of difficulty they anticipate encountering. The TPB model finds widespread application in various fields such as social sciences, health psychology, and market research. Researchers use this theoretical framework to predict and explain individual behavior in different contexts, enabling the development of targeted intervention measures that influence behavioral intentions and actual behavioral outcomes. The model offers a powerful tool for a deeper understanding of human behavior, contributing to advancements in social and behavioral sciences. By comprehensively examining individual attitudes, social norms, and behavioral control, the TPB model provides theoretical support for formulating more precise intervention strategies (Afzaal & Mohd, 2017; Mason, 2017).

2.2 Research Hypotheses

2.2.1 TPB Model and Customer Satisfaction

In recent years, researchers have increasingly introduced the Theory of Planned Behavior (TPB) into the realms of business and services to delve into its close relationship with customer satisfaction. Literature reviews unequivocally indicate that the core concepts of the TPB model offer robust explanations, aiding in understanding why, in specific contexts, customers choose to express attitudes of satisfaction or dissatisfaction. Here are some key studies supporting the connection between the TPB and customer satisfaction: In Lam and Zhang's (2003) study, researchers integrated TPB principles with service failure and recovery scenarios, proposing an innovative model for customer satisfaction. They found a close association between individual attitudes and perceived behavioral control with customer satisfaction, revealing the significance of these two factors in customer evaluations during the service process. On the other hand, Zhu and Wymer (2019) research focused on explaining customer behavior when purchasing sustainable products. By applying the TPB model,

the researchers emphasized the crucial roles of individual attitudes and perceived behavioral control in shaping customer satisfaction. This study not only broadened the application scope of TPB but also revealed the paramount importance of individual attitudes and perceived behavioral control in shaping satisfaction in the realm of sustainable consumption. These studies provide theoretical and empirical support for the close relationship between the TPB model and customer satisfaction. The application of TPB not only aids in a deeper understanding of customer behavior but also offers targeted intervention strategies for businesses and service providers, helping to enhance levels of customer satisfaction. The ongoing deepening of research in this field will provide more precise and effective strategic directions for business practices.

2.2.2 TPB Model and Customer Loyalty

Several experts and scholars have applied the Theory of Planned Behavior (TPB) in research on customer loyalty to gain a deeper understanding of the close relationship between the two. Here are some literature references supporting the connection between the TPB and customer loyalty: In the study by Chinomona & Sandada (2013), the impact of perceived service quality on customer satisfaction and loyalty was explored, providing robust support for the TPB model. The research highlighted the significant roles of individual attitudes and perceived behavioral control in shaping customer loyalty. The study by Lu, Chang & Chang (2014), which examined consumers' attitudes toward blogger-sponsored recommendations, supported the applicability of the TPB model in predicting purchase intention and loyalty. This research revealed the influence of individual attitudes and perceived behavioral control on shaping customer loyalty, further validating the effectiveness of TPB in explaining loyalty. The study by Teng & Lu (2016) provided additional evidence, demonstrating a close connection between individual attitudes and perceived behavioral control with customer loyalty. This research delved into the factors influencing hotel employees' adoption behavior of electronic customer relationship management, emphasizing the crucial role of these two factors in the formation of customer loyalty. These pieces of literature not only offer empirical support for the relationship between the TPB model and customer loyalty across various domains but also underscore the pivotal role of individual attitudes and perceived behavioral control in shaping customer loyalty. By comprehensively understanding and applying the TPB model, businesses can more accurately predict and enhance customer loyalty, providing robust theoretical support for their strategic endeavors.

2.2.3 RATER Model and Customer Satisfaction

Scholars have conducted in-depth research on the relationship between the RATER model and customer satisfaction, forming a rich theoretical foundation by exploring the impact of different dimensions of service quality on customer perceptions. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model in their classic study with the aim of measuring customer perceptions of service quality. This research laid a solid foundation for subsequent scholars, emphasizing the close relationship between service quality and customer satisfaction. Caruana (2002) pointed out in their study that service quality indirectly influences service loyalty by affecting customer satisfaction. This finding emphasizes the mediating role of service quality in the RATER model between service quality and customer satisfaction, revealing the importance of service quality in establishing customer loyalty. Cronin and Taylor (1992), through an extension and reexamination of the SERVQUAL model, emphasized the close connection between service quality and customer satisfaction. This research provided the academic community with a more comprehensive model, capturing the impact of service quality on customer perceptions more comprehensively. These pieces of literature collectively confirm the effectiveness of the RATER model in measuring the impact of service quality on customer satisfaction. Each dimension of service quality, such as Reliability, Assurance, Tangibles, Empathy, and Responsiveness, is closely linked to customer satisfaction. These studies offer clear directions for businesses to improve services, enhance customer satisfaction by improving service quality, and provide robust theoretical support for the long-term development of businesses.

2.2.4 RATER Model and Customer Loyalty

In recent research, scholars have delved into the relationship between the RATER model and customer loyalty. Analyzing how different dimensions of service quality impact customer perceptions has enriched the theoretical foundation in this area. Caruana's study (2002) underscores the mediating role of service quality in the formation of customer loyalty. It suggests that service quality influences customer satisfaction, subsequently affecting customer loyalty to service providers. This perspective finds support in Boshoff and Gray's research (2004), which, focusing on the private hospital industry, establishes a strong correlation between high service quality levels and customer satisfaction. Satisfied customers are more likely to demonstrate loyalty to service providers. Heskett et al.'s study (1994) concentrates on the service-profit chain, contending that improving service quality can trigger customer satisfaction and loyalty, ultimately contributing to corporate profitability. This perspective not only enhances our comprehension of the direct relationship between service quality and customer satisfaction but also emphasizes the pivotal impact of service quality on the economic performance of businesses. Through a comprehensive analysis of these studies, researchers not only observe the direct relationship between service quality and customer satisfaction but also understand its mediating role in customer loyalty. In highly competitive market environments, businesses should prioritize enhancing service quality and focusing on customer satisfaction to establish enduring customer loyalty and

achieve sustainable development. These studies offer practical guidance for businesses and provide robust support for enhancing service quality and increasing customer loyalty.

Therefore, in this study, the researchers proposed the following hypotheses:

H1: TPB has a relationship with Customer satisfaction of the film industry in the post-covid age in China

H2: RATER has a relationship with Customer Satisfaction of the film industry in the post-covid age in China

H3: TPB has a relationship with RATER of the film industry in the post-covid age in China

H4: TPB has a relationship with Customer Loyalty of the film industry in the post-covid age in China

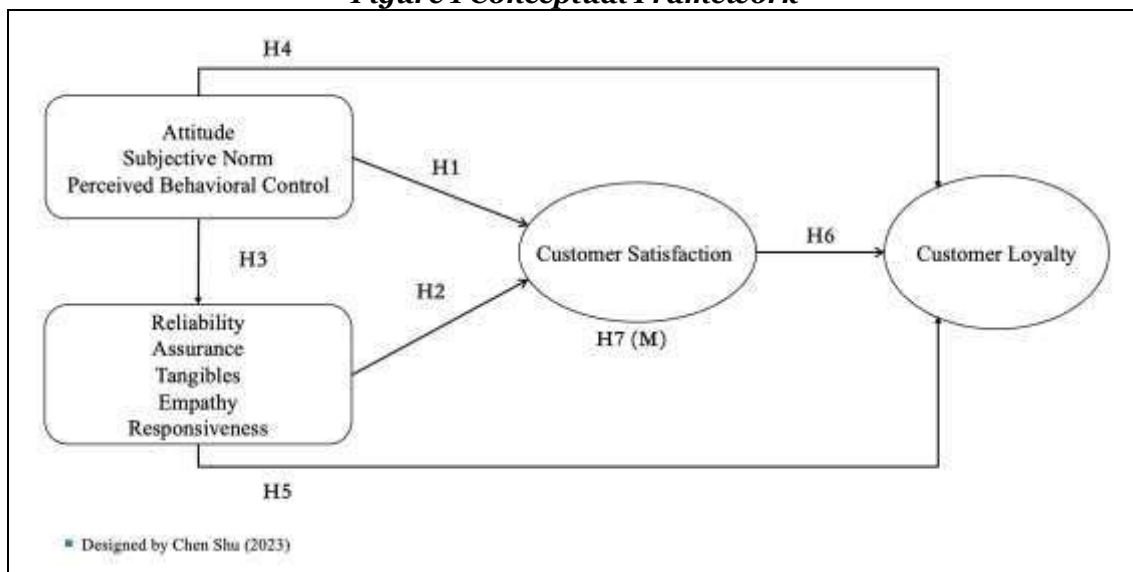
H5: RATER has a relationship with Customer Loyalty of the film industry in the post-covid age in China

H6: Customer Satisfaction has a relationship with Customer Loyalty of the film industry in the post-covid age in China

H7: Customer Satisfaction has a Mediating Effect Among TPB, RATER, and Customer Loyalty of the film industry in the post-covid age in China

2.3 Conceptual Framework

Figure 1 Conceptual Framework



Source: Design by the researcher (2023)

3. Research Methodology

3.1 Research Methods

Researchers have opted for a quantitative research methodology to gain an in-depth, objective, and quantifiable understanding of the viewing habits of Wanda Cinema audiences. The choice of this research method aims to provide clear numerical data, enabling a comprehensive analysis of the overall characteristics and trends within the audience group. Within the framework of quantitative research, the researchers plan to utilize a questionnaire survey. This approach allows for the quantification of audience behavior and characteristics, facilitating a systematic analysis of the audience as a whole. Additionally, the researchers intend to employ statistical analysis methods such as descriptive statistics and correlation analysis to thoroughly explore the collected data. By employing these quantitative analysis techniques, the researchers aim to uncover insights into the satisfaction and loyalty levels of the Wanda Cinema audience.

3.2 Research Design

In terms of research design, the researchers have employed a method of stratified random sampling. The selection of Wanda Cinemas as the research subject is due to its representation of densely populated areas across various regions in Beijing. This choice aims to provide a more comprehensive reflection of the characteristics of different audience groups. Stratified random sampling ensures sample diversity, enhancing the representativeness of the research findings. Sampling was conducted across six Wanda Cinemas, encompassing different geographical locations, and viewing environments. This approach enables a more holistic understanding of respondents' cinematic experiences.

3.3 Research Sampling

During the sampling stage, researchers opted for a stratified random sampling approach across six Wanda Cinemas. This choice contributes to ensuring the widespread applicability and reliability of the research results. To secure a sufficient number of participants, 600 questionnaires were distributed during the formal testing

phase. This sample size not only adequately supports an in-depth analysis of audience behavior at Wanda Cinemas but also ensures the credibility and reliability of the research findings. Through the careful design of the sampling process, the researchers aim to obtain representative data, providing a solid foundation for subsequent studies.

4. Data Analysis

2) Descriptive Statistics

Table 4 Descriptive Statistics Results

4.1 Formal Testing

4.1.1 Descriptive Analysis

1) Basic Information of the Sample

The researcher conducted a stratified random sampling at Wanda Cinemas, which represents the highest pedestrian flow in various regions of Beijing. Sampling was conducted at six Wanda chain cinemas in total. To ensure an adequate number of participants, the researcher distributed 600 questionnaires during the formal testing phase, collected 536 responses, and finally obtained 502 valid questionnaires. In conclusion, the participant group is primarily composed of young married individuals, with a higher proportion of females. The educational background is predominantly at the bachelor's degree level or below, and there is a diverse occupational distribution, with a focus on entrepreneurs and government employees. Income levels are concentrated in the middle range. These characteristics provide essential references for further research and analysis of this group, as well as valuable information for decision-making in related fields.

Table 3 Basic Characteristics of the Sample

		Frequency	Percent
Gender	Male	231	46.0
	Female	257	51.2
	Prefer not to say	14	2.8
Age	20 years old/ or under	157	31.3
	21-30 years old	248	49.4
	31-59 years old	36	7.2
	Over 61 years old	61	12.2
Status	Single	231	46.0
	Married	257	51.2
	Widow/Divorced	14	2.8
Educational Background	Diploma or under	221	44.0
	Bachelor's degree	131	26.1
	Master's degree	142	28.3
	Doctor's degree / PHD	8	1.6
Occupation	Student	80	15.9
	Government	151	30.1
	Own business	160	31.9
	Others	111	22.1
Income	3500 yuan /Or under	80	15.9
	3501-8000 yuan	151	30.1
	8001-13000 yuan	160	31.9
	More than 13001 yuan	111	22.1
	Total	502	100.0

2) Descriptive Statistics

Table 4 Descriptive Statistics Results

		Mean	Std. Deviation	Skewness	Kurtosis
ATT	A1	3.546	1.109	-0.786	0.226
	A2	3.462	1.050	-0.844	0.511
	A3	3.882	1.137	-1.182	0.881
SNM	B1	3.637	1.103	-0.750	0.232
	B2	3.590	1.112	-0.651	0.077
	B3	3.805	1.073	-1.152	1.030
PBC	C1	3.767	1.262	-0.625	-0.730
	C2	3.727	1.187	-0.431	-0.822

REL	C3	3.938	1.213	-0.811	-0.562
	D1	3.267	1.122	-0.105	-0.591
	D2	3.277	1.060	-0.126	-0.303
ASS	D3	3.351	1.106	-0.121	-0.560
	E1	3.480	1.152	-0.391	-0.557
	E2	3.335	1.092	-0.343	-0.338
TAN	E3	3.747	1.292	-0.618	-0.809
	F1	3.329	1.193	-0.274	-0.907
	F2	3.414	1.139	-0.634	-0.354
EMP	F3	3.412	1.109	-0.515	-0.402
	G1	3.396	1.167	-0.108	-0.781
	G2	3.263	1.142	0.045	-0.700
RES	G3	3.225	1.198	-0.036	-0.761
	H1	3.410	1.000	-0.208	-0.099
	H2	3.783	1.180	-0.510	-0.799
CSN	H3	3.622	1.089	-0.454	-0.446
	I1	3.631	1.027	-0.712	0.392
	I2	3.554	0.997	-0.798	0.585
CLY	I3	3.564	1.004	-0.834	0.557
	J1	3.976	0.960	-0.836	0.647
	J2	4.046	1.015	-0.909	0.428
	J3	4.058	1.012	-0.951	0.527

4.1.2 Reliability Analysis

From the table, it can be observed that the internal consistency of the variables are quite good, with Cronbach's α coefficients ranging from 0.791 to 0.950. These results indicate that the measurement tools or scales exhibit high reliability in assessing the corresponding variables, contributing to the increased reliability and validity of the research results.

Table 5 Reliability Analysis Results

Variables	Items	Cronbach's α
ATT	3	0.815
SNM	3	0.812
PBC	3	0.915
REL	3	0.936
ASS	3	0.791
TAN	3	0.872
EMP	3	0.950
RES	3	0.788
CSN	3	0.828
CLY	3	0.921

4.1.3 Validity Analysis (CFA) + Correlation Analysis

Based on the collected data, the researcher conducted a confirmatory factor analysis (CFA) to assess the structural validity of the scale. These indicators suggest a good fit between the model and the actual data.

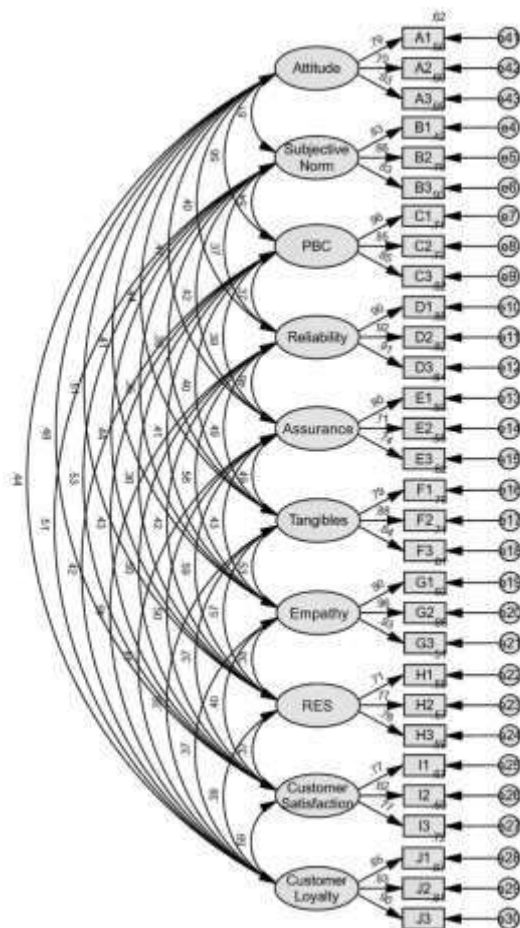


Figure 2 Measurement Model

1) Convergent Validity

In this study, the factor loading coefficients of the measurement items corresponding to the latent variables are all above 0.5, indicating a strong correlation between the measurement items and their corresponding latent variables. Additionally, the Composite Reliability (CR) for each variable is above 0.7, and the Average Variance Extracted (AVE) is also above 0.5. This suggests good convergent validity for each variable, indicating that the measurement items collectively reflect the concepts of the latent variables.

Table 6 Convergent Validity Test Results

Construct	Items	Loading	CR	AVE
ATT	A1	0.786	0.818	0.601
	A2	0.705		
	A3	0.831		
SNM	B1	0.831	0.821	0.607
	B2	0.659		
	B3	0.834		
PBC	C1	0.962	0.918	0.790
	C2	0.846		
	C3	0.854		
REL	D1	0.905	0.937	0.831
	D2	0.924		
	D3	0.907		
ASS	E1	0.803	0.796	0.566
	E2	0.707		
	E3	0.744		
TAN	F1	0.785	0.876	0.702
	F2	0.884		
	F3	0.841		
EMP	G1	0.898	0.951	0.867
	G2	0.965		
	G3	0.929		

RES	H1	0.714	0.791	0.558
	H2	0.768		
	H3	0.758		
CSN	I1	0.769	0.828	0.617
	I2	0.819		
	I3	0.768		
CLY	J1	0.848	0.923	0.799
	J2	0.931		
	J3	0.901		

2) Correlation Analysis and Discriminant Validity

In this study, the Fornell-Larcker Criterion was employed to test discriminant validity. The results indicate that the correlation coefficients between variables are all smaller than the square root of their AVE, indicating good discriminant validity among the variables.

Table 7 Discriminant Validity Test Results

	ATT	SNM	PBC	REL	ASS	TAN	EMP	RES	CSN	CLY
ATT	0.776									
SNM	0.614***	0.779								
PBC	0.558***	0.544***	0.889							
REL	0.404***	0.365***	0.368***	0.912						
ASS	0.470***	0.421***	0.388***	0.459***	0.753					
TAN	0.436***	0.389***	0.404***	0.489***	0.494***	0.838				
EMP	0.408***	0.353***	0.414***	0.562***	0.433***	0.534***	0.931			
RES	0.510***	0.443***	0.365***	0.419***	0.593***	0.565***	0.384***	0.747		
CSN	0.482***	0.531***	0.428***	0.504***	0.497***	0.367***	0.400***	0.367***	0.786	
CLY	0.435***	0.511***	0.416***	0.459***	0.443***	0.395***	0.371***	0.385***	0.593***	0.894

Note: Values in bold on the diagonal represent the square root of the AVE for each variable.

4.2.5 Common Method Bias

According to the researcher's measurement results, there is a certain degree of common method bias in the sample data collected in this study. Although the bias exists, it is not severe and will not have a significant impact on the research results.

This result provides a certain level of accuracy and for subsequent research analysis.

Table 8 Common Method Bias Test Results

Factor	Initial Eigenvalues			Extracted Loadings Sum			Total Percentage of Variance		
	Total	Percent age of Variance	Cumulative %	Total	Percentage of Variance	Cumulative %	Total	Percentage of Variance	Cumulative %
1	10.983	36.609	36.609	10.983	36.609	36.609	2.747	9.155	9.155
2	2.398	7.994	44.603	2.398	7.994	44.603	2.647	8.822	17.977
3	1.989	6.631	51.234	1.989	6.631	51.234	2.601	8.668	26.646
4	1.765	5.882	57.116	1.765	5.882	57.116	2.596	8.654	35.300
5	1.346	4.487	61.603	1.346	4.487	61.603	2.398	7.994	43.294
6	1.277	4.258	65.861	1.277	4.258	65.861	2.280	7.599	50.892
7	1.169	3.898	69.759	1.169	3.898	69.759	2.205	7.349	58.241
8	1.097	3.656	73.415	1.097	3.656	73.415	2.204	7.347	65.589
9	1.024	3.414	76.829	1.024	3.414	76.829	2.193	7.310	72.899
10	1.012	3.374	80.202	1.012	3.374	80.202	2.191	7.303	80.202

4.2.6 Structural Equation Model

The researcher, based on the research hypotheses, established the initial structural equation model. The model comprises a total of 4 latent variables and 30 observed variables. The specific diagram of the initial structural model is illustrated in Figure 3 below:

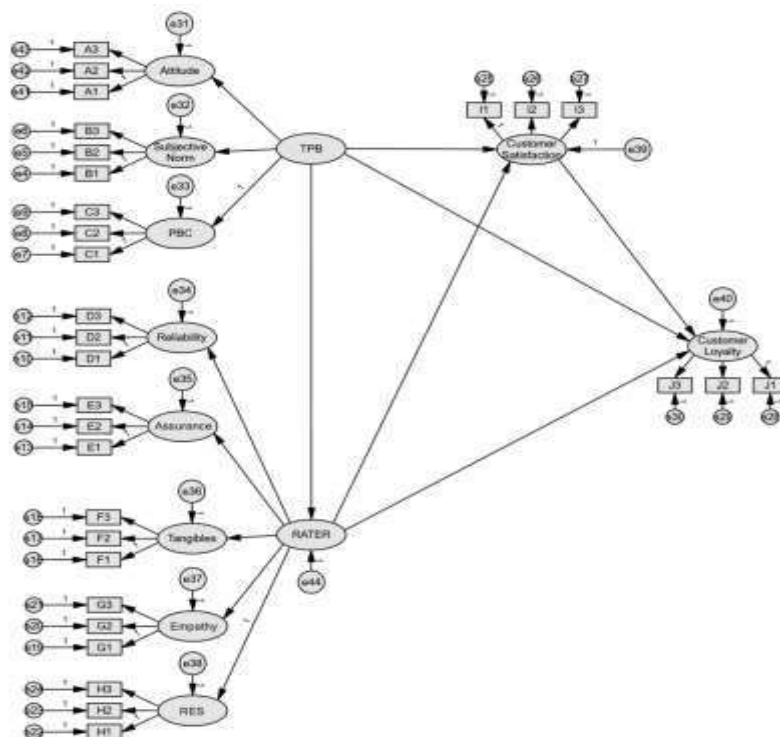


Figure 3 Initial Model

1) Structural Model Fit

Based on the provided data, the structural model shows good fit, and all indices suggest that the model is acceptable in terms of fit. This indicates that the structural model in this study can effectively explain and predict the relationships among the study variables, demonstrating high reliability and accuracy.

Table 9 Structural Model Fit Indices

Fit Indices	χ^2/df	RMSEA	GFI	NFI	IFI	CFI	TLI	SRMR
Fit Results	1.959	0.044	0.910	0.929	0.964	0.964	0.960	0.053
Evaluation Criteria	$1 < \chi^2/df < 3$	< 0.08	> 0.0	> 0.9	> 0.9	> 0.9	> 0.9	< 0.08

2) Model Path Testing

Table 10 presents the results of the path tests. The table lists each hypothesis along with its corresponding non-standardized path coefficient, standardized path coefficient, standard error (SE), T-value, and P-value. In all hypotheses, the standardized path coefficients are positive, indicating positive correlations between the variables. For all hypotheses, P-values are less than 0.05, indicating statistical

Table 11 Path Test Results

				Non-Standardized Path Coefficient	Standardized Path Coefficient	SE	T	P
H1	TPB	→	CSN	0.381	0.409	0.091	4.166	***
H2	RATER	→	CSN	0.473	0.297	0.153	3.095	0.002
H3	TPB	→	RATER	0.447	0.764	0.049	9.092	***
H4	TPB	→	CLY	0.229	0.240	0.086	2.643	0.008
H5	RATER	→	CLY	0.345	0.212	0.139	2.480	0.013
H6	CSN	→	CLY	0.319	0.312	0.063	5.034	***

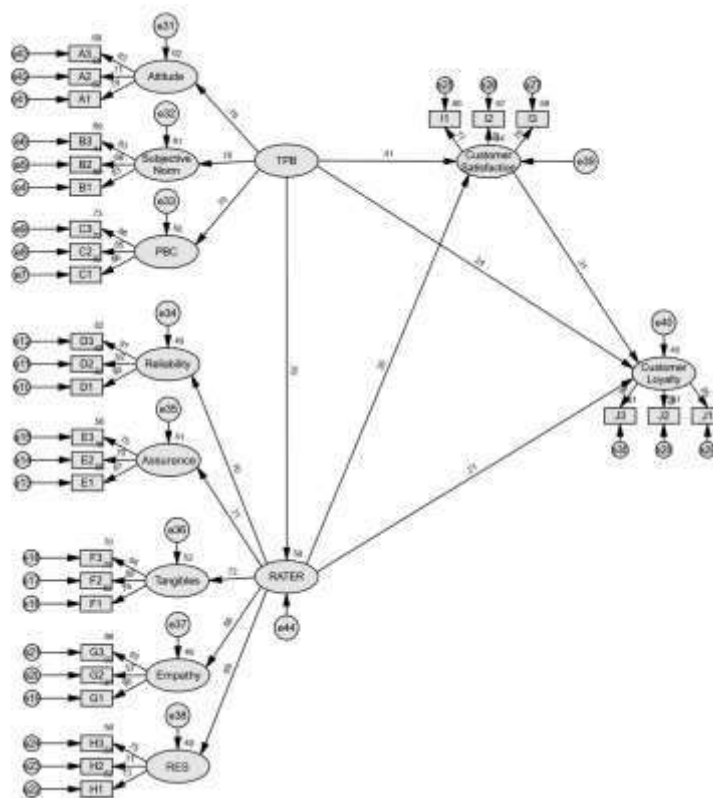


Figure 4.3 Adjust Model

3) Mediation Analysis

This study employed the Bootstrapping algorithm to test the mediating effect of CSN. The specific results are shown in the table below:

Table 12 Mediation Effect Test Results

Type	Path Relationship	β	Lower	Upper	P
Direct Effect	TPB→ CLY	0.240	0.043	0.477	0.020
Direct Effect	RATER→ CLY	0.212	0.008	0.406	0.043
Indirect Effect	TPB→ CSN →CLY	0.360	0.203	0.542	0.001
Indirect Effect	RATER→ CSN → CLY	0.093	0.014	0.209	0.016

5. Discussion and Conclusion

5.1 Discussion

Through an in-depth exploration of the relationships among TPB, RATER, customer satisfaction, and customer loyalty, this study has drawn several robust conclusions. Firstly, the results of H1 and H2 indicate a significant positive correlation between TPB, RATER, and customer satisfaction in the Chinese film industry in the post-pandemic era. This suggests that customer satisfaction in the film industry is influenced by factors such as beliefs, attitudes, expectations, and actual perceptions of customers. Secondly, the results of H3 reveal a significant positive correlation between TPB and RATER. This signifies a close connection between customer beliefs, attitudes, and expectations, and their actual perceptions, providing crucial market insights for the film industry. Furthermore, the outcomes of H4, H5, and H6 indicate significant positive correlations between TPB, RATER, customer satisfaction, and customer loyalty in the Chinese film industry. This implies that enhancing customer beliefs, attitudes, expectations, and actual perceptions, as well as increasing customer satisfaction, can foster loyalty in the post-pandemic era. Particularly noteworthy is the result of H7, revealing the mediating role of customer satisfaction among TPB, RATER, and customer loyalty. This indicates that improving customer satisfaction can influence customer beliefs, attitudes, expectations, and actual perceptions, thereby enhancing customer loyalty. These findings offer practical guidance for developing targeted strategies and marketing approaches in the film industry. In summary, this study not only deepens our understanding of the relationships among TPB, RATER, customer satisfaction, and customer loyalty in the Chinese film industry but also provides practical insights for relevant decision-makers. In the post-pandemic era, understanding and meeting customer needs, along with building and solidifying customer relationships, will be crucial factors for the sustained development of the film industry.

5.2 Conclusion

In summarizing the results of this study, the first aspect to focus on is the relationship between TPB (Theory of Planned Behavior) and customer satisfaction. The results indicate a significant positive correlation between customers' beliefs, attitudes, and expectations and customer satisfaction in the film industry. This implies that in post-pandemic China, customers tend to be influenced by personal beliefs and attitudes when choosing film products or services. This provides an opportunity for the film industry to enhance customer satisfaction by gaining a deep understanding and actively shaping customers' beliefs and attitudes. Secondly, the positive correlation between RATER (Reliability, Assurance, Tangibles, Empathy, and Responsiveness) and customer satisfaction underscores the importance of service quality in the film industry. Customer satisfaction in the film industry is influenced not only by beliefs and attitudes but also by the actual perceptions of service reliability, responsiveness, tangibles, assurance, and empathy. This suggests that providing high-quality film services can directly improve customer satisfaction. Furthermore, this study reveals a significant positive correlation between TPB and RATER. This implies a close connection between customers' beliefs, attitudes, and expectations and their actual perceptions of service quality. The film industry can enhance service quality and satisfaction by better understanding customer expectations and delivering services that align with those expectations. Finally, the results of the study on customer loyalty indicate that enhancing customers' beliefs, attitudes, and satisfaction with the film industry can strengthen customer loyalty. This emphasizes the importance of meeting customer needs and providing a positive experience, which not only helps retain existing customers but also attracts new potential customers.

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