

ABSTRAK

FAKTOR-FAKTOR YANG MEMENGARUHI *PURCHASE INTENTION* PENONTON FILM *KKN DI DESA PENARI* DI BIOSKOP DI ERA PANDEMI COVID-19

(xvi+186 halaman; 15 gambar; 49 tabel; 3 lampiran)

Pandemi Covid-19 membuat industri film dunia lumpuh dan bioskop-bioskop terpaksa untuk ditutup. *Purchase intention* penonton film juga berubah mengikuti kondisi ekonomi sosial yang berubah drastis.

Berdasarkan penelitian awal yang dilakukan, *people, features, script, price, promotion, dan place* merupakan faktor-faktor yang memengaruhi *purchase intention* penonton untuk menonton film di bioskop. Hal ini terbukti dalam penelitian yang dilakukan oleh Ulker-Demirel et al. (2018) yang menunjukkan bahwa enam variabel tersebut mempunyai pengaruh terhadap *purchase intention* penonton.

Penelitian ini akan menggunakan objek penelitian penonton film *KKN Di Desa Penari* di bioskop. Penelitian ini merupakan penelitian yang bersifat kausal, karena digunakan untuk mengembangkan model penelitian yang ada sebelumnya untuk menguji hipotesis penelitian yang ditentukan berdasarkan telaah pustaka untuk menjawab permasalahan yang telah diidentifikasi.

Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif, dimana metode ini merupakan suatu pendekatan ilmiah terhadap pengambilan keputusan manajerial dan ekonomi. Metode kuantitatif digunakan karena hasil analisis dapat diperoleh dengan akurat bila digunakan sesuai aturan, dapat mengukur interaksi hubungan antara dua atau lebih variabel dan dapat menyederhanakan realitas permasalahan yang kompleks dan rumit dalam sebuah model. Data diambil melalui kuesioner yang disebar secara acak ke 236 orang penonton film *KKN Di Desa Penari* dan dikumpulkan dengan teknik *snowball sampling*.

Dalam penelitian ini ditemukan bahwa *people, script, dan place* memberi pengaruh positif terhadap *purchase intention* penonton film *KKN Di Desa Penari*. Sedangkan *features, price, dan promotion* tidak memiliki pengaruh signifikan terhadap *purchase intention* penonton film *KKN Di Desa Penari*.

Kata Kunci: People, Features, Script, Price, Promotion, Place, Purchase Intention

Referensi: 68 (1994-2022)

ABSTRACT

FACTORS THAT AFFECTING AUDIENCE’S PURCHASE INTENTION TO WATCH *KKN DI DESA PENARI* IN THEATERS IN THE MIDST OF COVID-19 PANDEMIC

(xvi+186 pages; 15 figures; 49 tables; 3 appendixes)

The Covid-19 pandemic has greatly damaged the world’s film industry and even forced cinemas to close its doors. The audience's purchase intentions have also changed following the drastic changes on social-economic conditions.

Based on the initial research, people, features, script, price, promotion, and place are factors that influence the audience's purchase intention to watch films in cinemas. It was proven in a study conducted by Ulker-Demirel et al. (2018) which shows that these six variables have an influence on audience purchase intentions.

This research will use *KKN di Desa Penari* audience as the research object. This research includes causal research, because it is used to develop existing research models to test research hypotheses that are determined based on a literature review to answer the problems that have been identified.

This research was conducted using quantitative research method, which is a scientific approach to managerial and economic decision-making. The quantitative method is used because the results of the analysis can be obtained accurately when used according to the rules. It can measure the interaction between two or more variables and simplify the complex and complicated problems in a model. The data was collected through a questionnaire which was distributed randomly to 236 audience of *KKN di Desa Penari*. It was collected using the snowball sampling technique.

The research found that people, script, and place had a positive influence on *KKN di Desa Penari* audience’s purchase intention. Meanwhile, features, price, and promotions have no significant influence on *KKN Di Desa Penari* audience’s purchase intention.

Keywords: People, Features, Script, Price, Promotion, Place, Purchase Intention

References: 68 (2002-2022)