

ABSTRACT

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THE EFFECT OF TRAILER, STAR POWER, WORD OF MOUTH & CRITICS REVIEW TOWARDS WATCHING ‘MY STUPID BOSS’ DECISION IN XXI CIPUTRA WORLD SURABAYA

Since the years of 2002, Indonesia creative industry has grown 2.5% annually as shown by the Ministry of Tourism and Creative Economy. Data from the Ministry of Tourism and Creative Economy in 2012 shows that the creative economy ranks 7th out of 10 sectors of the national economy by contributing to the Gross Domestic Product (GDP) of 6.9% or Rp573,89 trillion worth of total national economy Rp8.309.57 trillion. Creative economy ranks 4th out of 10 economic sectors in the category of the workforce in 2012. The creative economy accounted for 11,799,568 people or 10.65% of the total national workforce of 110,808,154 people. In addition, the creative economy ranks 3rd of 10 economic sectors with 5,398,162 businesses or accounted for 9.72% of the total number of businesses as much as 55,510,746 businesses. Contribution of the creative industries is constantly increasing.

One hundred respondents were given questionnaire a six-point Likert Scale. Four hypotheses were analyzed using the multiple linear regression model. The result of this study shows that Star Power, Word of Mouth and Critics Review have significant effect on Buying Decision. Trailer did not significantly effect Buying Decision.

The recommendation are to show that Star Power, Word of Mouth and Critics Review have significant effect on Buying Decision.

Keywords: Trailer, Star Power, Word of Mouth, Critics Review, Buying Decision