

Analisis pengaruh karakter individual, respon afeksi dan respon kognisi terhadap intensi menonton film Indonesia dan film asing di bioskop =
The analysis of the influence of individual characteristic, affective
respons and cognitive respons toward purchase intention on Indonesian
and foreign movie in cinema

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan dari variabel need for uniqueness terhadap attitude toward product, variabel attitude toward product terhadap perceived quality dan emotional value serta hubungan kedua variabel tersebut terhadap intensi menonton (purchase intention) pada film Indonesia dan film asing di bioskop. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 290 orang penonton film Indonesia dan asing dengan kunjungan terakhir ke bioskop adalah 6 bulan. Model penelitian dengan lima hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menyatakan bahwa need for uniqueness berpengaruh signifikan dan positif terhadap attitude toward product pada film Indonesia dan asing. Attitude toward product juga memiliki pengaruh terhadap perceived quality dan emotional value pada film Indonesia dan film asing. Tetapi ketika perceived quality dan emotional value keduanya memiliki pengaruh positif dan signifikan pada purchase intention film Indonesia, film asing berbeda dengan hasil perceived quality nya yang tidak signifikan.

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The purpose of this study is to identify the impact and relation from some need for uniqueness to attitude toward product, then attitude toward product to perceived quality and emotional value, and both of them toward purchase intention Indonesian and foreign movie in cinema. This research uses exploratory and descriptive design research conducted in one time period (cross sectional design). Respondents of this study are 290 people who watch Indonesian or foreign movie for minimum six months. The five-hypotheses research model in this study are tested with Structural Equation Modeling (SEM). The results finds that almost all variables have a significant and positive relationship for both Indonesian and foreign movie. Only one variable in foreign movie that have insignificant result that is perceived quality toward purchase intention of foreign movie in cinema.