

Analisis pengaruh elemen-elemen movie marketing mix dan karakter kepribadian extraversion terhadap perilaku konsumen film avengers: infinity war dalam melakukan electronic word of mouth di media sosial = Analysing the effect of movie marketing mix elements and extraversion character on consumer behavior of avengers: infinity war movie in doing electronic word of mouth on social media

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20491126&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana elemen-elemen movie marketing mix dalam suatu film Avengers: Infinity War (people, feature, script, price, promotion, dan distribution) dan frekuensi kehadiran dalam kegiatan seni atau budaya (attendance) dapat mempengaruhi keinginan penonton untuk menonton film tersebut dan melakukan electronic word of mouth. Selain itu penelitian ini juga ingin mengetahui apakah karakter kepribadian extraversion mempengaruhi seseorang dalam melakukan electronic word of mouth. Pengolahan data dilakukan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa variabel people dan script memiliki pengaruh positif terhadap purchase intention. Frekuensi attendance tidak berpengaruh terhadap purchase intention. Selanjutnya purchase intention dan karakter kepribadian extraversion berpengaruh secara positif terhadap electronic word of mouth.

ABSTRACT

This study aims to find out how the elements of movie marketing mix in Avengers: Infinity War movie (people, feature, script, price, promotion, and distribution) can affect the audiences intention to watch movies (purchase intention), as well as the impact of their intention to watch movies (purchase intention) on electronic word of mouth (EWOM). In addition, this study also wants to find out whether the frequency of attendance in art or cultural activities (attendance) can affect the audiences intention to watch movies (purchase intention) and dimension between elements of movie marketing mix and purchase intention. The character of extraversion personality traits was also tested for its effect on electronic word of mouth (EWOM). This research was conducted on one specific movie object, which is Avengers: Infinity War. Data processing is done by using Structural Equation Modeling (SEM). The results showed that people and script have a positive effect to purchase intention. Attendance does not have effect to purchase intention. Furthermore, purchase intention and extraversion personality traits have positive effect to electronic word of mouth.