

ABSTRACT

This research aims to know the influence experiential marketing, advertising and electronic word of mouth on watching decision to Indonesia Movie. Data which used in this reseacrh is primary data, collected from over 105 respondents whose are student of Mercu Buana University. The sampling technique that is used in this research is purposive sampling method, then the data was processed by multiple regression analysis. The result of this research, based on partially it is proved that experiential marketing, advertising, and electronic word of mouth have significant influence on watching decision. Based simultaneously, it is proved that experiential marketing, advertising, and electronic word of mouth have significant influence on watching decision.

Keyword: Experiential Marketing,, Advertising, Electronic Word of Mouth Watching Decision



ABSTRAK

Tujuan penelitian ini untuk menganalisa pengaruh *experiential marketing*, periklanan dan *electronic word of mouth* terhadap keputusan menonton film Indonesia di bioskop. Data yang digunakan dalam penelitian ini adalah data primer yang dikumpulkan dari 105 responden, yaitu mahasiswa Universitas Mercu Buana. Teknik pengambilan sampel dalam penelitian ini adalah metode *purposive sampling*, kemudian data diproses menggunakan analisa regresi berganda. Hasil dari penelitian ini menunjukkan bahwa secara parsial *experiential marketing*, periklanan, dan *electronic word of mouth* berpengaruh signifikan terhadap keputusan menonton. Secara simultan terbukti bahwa *experiential marketing*, periklanan dan *electronic word of mouth* berpengaruh secara signifikan terhadap keputusan menonton.

Kata kunci: *Experiential Marketing*, Periklanan, *Electronic Word of Mouth*, Keputusan Menonton



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