

## ***ABSTRACT***

*The purpose of this study was to examine and analyze the influence of theater window viewing, film trailers, social influence and film reviews on the decision to watch Indonesian films in cinemas. The method used is a quantitative method. The population in this study were respondents who had watched Indonesian films in cinemas at least once and lived in the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). Determining the number of samples was carried out using a purposive sampling technique and it was determined that there were 100 respondents. The data analysis method used is the Structural Equation Model (SEM) & SmartPLS (Partial Least Square). The results show that theater window viewing has a positive effect on the decision to watch Indonesian films in theaters. Film trailers have a positive effect on the decision to watch Indonesian films in cinemas. Social influence has a positive effect on the decision to watch Indonesian films in cinemas. Film reviews have no positive effect on the decision to watch Indonesian films in cinemas.*

*Keywords: theater window viewing, film trailers, social influence, film reviews, decision to watch*



## ABSTRAK

Tujuan penelitian ini adalah untuk mengkaji dan menganalisis pengaruh *theatre window viewing*, *trailer film*, *social influence* dan *review film* terhadap keputusan menonton film Indonesia di bioskop. Metode yang digunakan adalah metode kuantitatif. Populasi dalam penelitian ini adalah responden yang pernah melakukan menonton film Indonesia di bioskop minimal satu kali dan berdomisili di daerah Jakarta, Bogor, Depok, Tangerang dan Bekasi (Jabodetabek). Penentuan jumlah sampel dilakukan menggunakan teknik purposive sampling dan ditetapkan sebanyak 100 responden. Metode analisis data yang digunakan adalah *Structural Equation Model (SEM)* & *SmartPLS (Partial Least Square)*. Hasil penelitian menunjukkan bahwa *theatre window viewing* berpengaruh positif terhadap keputusan menonton film Indonesia di bioskop. *Trailer film* berpengaruh positif terhadap keputusan menonton film Indonesia di bioskop. *Social influence* berpengaruh positif terhadap keputusan menonton film Indonesia di bioskop. *Review film* tidak berpengaruh positif terhadap keputusan menonton film Indonesia di bioskop.

Kata Kunci : *theatre window viewing*, *trailer film*, *social influence*, *review film*, keputusan menonton

