

THE INFLUENCE OF ACTIVITY, INTEREST, OPINION (AIO) AND PRICE PERCEPTION ON THE DECISION TO WATCH A FILM IN THE CINEMA



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Abstract

This research was conducted because of a shift and decline in audience interest in watching films at the Puri XXI cinema after the emergence of competitors in West Jakarta. These changes are influenced by factors such as lifestyle and price perception. This research aims to examine the relationship between activity, interest, opinion (AIO), price perception, and consumer decisions to watch films at the Puri XXI Cinema, South Jakarta. The research sample consisted of 100 respondents selected using non-probability sampling techniques. Linear regression analysis and significance tests were carried out with the help of SPSS 17.0 software to test the hypothesis. The research results show that partially, the activity variable does not have a significant influence on consumers' viewing decisions. However, the interest and opinion variables, although they do not have a strong influence, still positively influence viewing decisions. Price perception also has the largest positive and significant influence on viewing decisions. Overall, the activity, interest, opinion, and price perception variables together have an influence of 48.1% on consumers' viewing decisions.

Keywords: Activity, Interest, Opinion (AIO), Price Perception, Viewing Decisions

INTRODUCTION

In an era of increasingly fierce competition in the market, consumers are faced with the challenge of making more careful choices in making purchasing decisions for products and services. This condition emphasizes the importance for entrepreneurs to have a deep understanding of consumer behavior in the purchasing process so that they can better anticipate consumer needs and preferences. By understanding consumer mindsets and tendencies, entrepreneurs can develop more effective marketing strategies and products that better suit market needs. Additionally, a good understanding of consumer behavior also helps entrepreneurs strengthen their brand image and build better relationships with their customers (Astir et al, 2023). Therefore, in the face of increasingly fierce competition, entrepreneurs need to continue to study and understand market dynamics and consumer behavior to remain relevant and competitive in an ever-changing market.

The entertainment industry, especially cinemas, has a significant role in meeting the recreation and entertainment needs of modern society. However, in an era where entertainment choices are increasingly diverse, cinemas are faced with big challenges to continue to attract consumer interest. One of the factors that is the main consideration for consumers in choosing to watch a film at a particular cinema is price perception. Price perception includes not only the price of a cinema ticket but also the value consumers perceive of the benefits they receive from that expenditure.

In this context, an in-depth understanding of how price perceptions influence consumers' decisions to watch films in cinemas is crucial for the entertainment industry. As competition from other forms of entertainment increases, cinemas need to better understand consumer preferences and behavior to develop effective marketing strategies and increase their appeal in the marketplace.

Puri XXI Cinema, located in Jakarta, is one of the popular entertainment destinations in the city. Despite its strong reputation, this cinema is not immune to competitive pressures and changing consumer trends. Therefore, research on price perceptions on the decision to watch a film in the cinema, with a focus on the Puri XXI cinema, has significant relevance.

In this context, this research aims to reveal how price perceptions influence consumers' decisions to watch films at the Puri XXI cinema. By analyzing the relationship between price perceptions and consumer behavior, this research is expected to provide valuable insights for the entertainment industry in developing more effective marketing strategies and a better understanding of consumer preferences. Apart from that, this research is also expected to make a significant contribution to academic literature in the fields of consumer behavior and marketing.

Today's consumer needs have changed towards a lifestyle that requires them to make choices that suit individual preferences and needs. According to Kotler (2002: 192), lifestyle reflects an individual's pattern of activities, interests, and opinions which are reflected in interactions with the surrounding environment. This causes each consumer to have various purchasing decision-making patterns. A study conducted by Swasti Dian Pratiwi (2013) shows that activities, interests, and opinions (AIO) together influence consumer purchasing decisions.

Apart from lifestyle, price is also an important consideration in the purchasing decision-making process. According to Kotler and Armstrong (2001), price includes the amount of money that must be paid to obtain a product or service, as well as the value perceived by consumers in exchange for the benefits of owning or using the product or service. Research conducted by Ratna Dwi Kartika Sari (2012) shows that price perceptions have a positive influence on purchasing decisions.

Amidst the various entertainment options available, such as watching films in cinemas, the people of Jakarta City find Puri XXI as one of the main entertainment destinations. Located on Jl. Puri Agung, RT.1/RW.2, Kembangan, West Jakarta, this cinema is trying to maintain its existence by improving the quality of its services to meet the needs of visitors. However, there was movement and a decline in visitor interest after competing cinemas appeared in the area.

Seeing this phenomenon and the results of previous research, as well as its impact on interest in watching at the Puri XXI cinema, research entitled "The Influence of Activity,

Interest, Opinion (AIO), and Price Perception on the Decision to Watch at the Cinema" was initiated to explore the factors that influence the decision to watch film at the cinema.

REVIEW OF LITERATURE

Marketing

Kotler (2005:10) marketing is a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with other parties. Meanwhile, according to Harper (2004: 4) marketing is "a social process that involves important activities that enable individuals and companies to get what they need and want through exchange with other parties and to develop exchange relationships."

Segmentation

Schiffman and Kanuk (2008: 37) define market segmentation as the process of dividing the market into segments of typical consumers who have the same needs or characteristics and then selecting one or more segments that will be targeted by different marketing mixes.

Consumer Behavior

According to Engel, et al. (1994), consumer behavior is an action directly involved in obtaining, consuming, and disposing of products and services, including decisions that precede these actions. Swastha (1990) revealed that there are two important elements of the meaning of consumer behavior, namely the decision-making process and physical activities that involve individuals in assessing, obtaining, and using goods and services.

Lifestyle

Lifestyle is part of consumer behavior which is defined by Walker et al (1997: 176-7) as a manifestation of the activities, interests, and opinions of the life of a group of people who interact with their environment.

According to Kasali (1998), market researchers who adhere to a lifestyle approach tend to classify consumers based on AIO variables, namely activity, interest, and opinion which are described as follows:

- a. Activity: Activities are the identification of what consumers do, what they buy, and how they spend their time (Kasali, 1998). Indicators for measuring activity are the level of main activity, activities outside the main activity, and use of holidays outside the home.
- b. Interests : Interest is a form of focus on consumer preferences and priorities. Interest is a consumer's personal factor in influencing the decision-making process (Kasali, 1998). The indicators for measuring the interest variable are searching for information about films, following developments in news about film actors/actresses, having a willingness to pay a certain amount of money, and a willingness to make extra effort to get cinema tickets.
- c. Opinion: Opinion is the opinion of each consumer which comes from their personality (Kasali, 1998). The indicators for measuring opinion variables are the physical and psychological benefits that arise, as well as watching films socially in society.

Price Perception

Price perception is a consumer assessment regarding the comparison of the amount of sacrifice with what will be obtained from products and services (Zeithaml, 1988). Prices set above competitors' prices are seen as reflecting better quality or may also be seen as too expensive. Meanwhile, a price set below the price of a competitor's product will be seen as a cheap product or seen as a low-quality product (Leliana and Suryandari, 2004).

The indicators used to measure the price perception variable are the ticket price set by the company, competitive ticket prices, and the suitability of the price to the benefits felt by the visitor's Purchase Decision.

Kotler (2005) defines purchasing decisions as a decision-making process in purchasing a product which starts from recognizing the problem, searching for information, evaluating alternatives, making a purchasing decision and finally obtaining behavior after purchasing, namely satisfaction or dissatisfaction with the product purchased. The indicators

used to measure consumer viewing decision variables are priority cinemas, choices, time in making choices, and stability in choosing Puri XXI.

Research Hypothesis

The hypotheses of this research are:

1. There is an influence of activity on consumers' decisions to watch cinema at E-Plaza Semarang.
2. There is an influence of interest in consumers' decisions to watch cinema at E-Plaza Semarang
3. There is an influence of opinion in consumers' decisions to watch cinemas at E-Plaza Semarang
4. There is an influence of price perceptions on consumers' decisions to watch at the E-Plaza Semarang cinema.
5. There is an influence of the activity, interest, opinion (AIO), and price perception components on consumers' decisions to watch at the E-Plaza Semarang cinema.

RESEARCH METHOD

The type of research used in this research is explanatory or explanatory research. The population of this research is visitors to the Puri XXI cinema in the city of Jakarta, the number of which is not known with certainty (indefinite). The sample in this study was 100 visitors who watched at the Puri XXI cinema. The sample was determined using non-probability sampling. The measurement scale used is an interval scale using a Likert scale. The data analysis technique used in this research uses linear regression analysis with the help of SPSS 17.0.

The selected sample criteria are:

1. Kembangan Community, Jakarta City.
2. Have watched the Puri XXI cinema at least once in the last three months.
3. Aged 15-65 years.
4. Is a decider or decision maker.

RESULTS AND DISCUSSION

From the research results, it was concluded that the activity variable did not have a significant influence on consumers' decisions to watch films at the Puri XXI cinema. This can be seen from the results of the t-test where the significance value is 0.063, which is greater than the significance level of 0.05 (5%). In other words, the level of visitor activity, whether high or low, does not influence the decision to watch a film at the Puri XXI cinema.

Meanwhile, the interest variable has a significant positive influence on consumers' decisions to watch films at the Puri XXI cinema. This is confirmed by the results of the t-test where the calculated t value (3.274) is greater than the t table (1.660). The results of calculating the coefficient of determination show that 9.9% of the variation in film-watching decisions can be explained by the respondent's level of interest.

The opinion variable also has a significant positive influence on consumers' decisions to watch films at the Puri XXI cinema. The t-test results show that the calculated t value (3.643) is greater than the t table (1.660). This influence can be seen in the coefficient of determination of 11.9%, which shows that a good opinion from respondents can increase the decision to watch a film at the Puri XXI cinema.

From the results of this research, it can be concluded that price perceptions have a significant influence on consumers' decisions to watch films at the Puri XXI cinema. The t-test analysis shows that the calculated t value (8.924) is much greater than the t table (1.660), confirming that price perceptions play an important role in influencing consumer decisions. This positive influence illustrates that the more consumers' price perceptions match the benefits they feel, the more likely they are to choose to watch a film at the Puri XXI cinema. In addition, the fairly high coefficient of determination of 44.8% indicates that most of the variation in film-watching decisions can be explained by the price perception variable.

Apart from price perceptions, other variables such as activity, interest, and opinion also have a significant positive influence on consumer decisions. The results of the t-test calculation show that activity, interest, and opinion together contribute to consumers' decisions to watch films, although their influence may not be as strong as price perceptions. However, the positive influence of these variables can be strengthened by the results of the

F test (ANOVA), where the calculated F value (22.023) is much greater than the F table (2.470). This shows that if activity, interest, and opinion can be increased, then consumers' decisions to watch films will also increase significantly. The fairly high coefficient of determination of 48.1% indicates that almost half of the variation in film viewing decisions can be explained by a combination of these variables.

Thus, it can be concluded that price perceptions and other variables such as activity, interest, and opinion play a significant role in shaping consumer decisions to watch films at the Puri XXI cinema. This shows the importance of understanding the factors that influence consumer preferences to improve services and win competition in the entertainment market.

Discussion

The first hypothesis, which indicates that activity does not have a significant impact on consumers' decisions to watch films in cinemas, this research found surprising results. Although it was thought that visitor activity would have an influence, both positively and negatively, the t-test results showed that the significance of the results was 0.063, which is far above the 0.05 confidence level usually used as a benchmark. This implies that there is no significant correlation between the level of visitor activity and their decision to watch at the Puri XXI cinema. Although this contradicts previous research linking activity to consumer behavior, this research finds that other factors may have a greater influence in influencing consumer decisions.

On the other hand, the second hypothesis, which claims that interest influences viewing decisions, was proven at 9.9%. Although the effect is not massively significant, there is still a positive effect that can be observed. This shows that visitors' interest in films shown at the Puri XXI cinema has a measurable influence on their decision to watch. Meanwhile, the third hypothesis regarding opinion was also proven, with an influence of 11.9%. Although the significance of the influence is not large, the positive correlation shows that visitors' opinions also have an impact on their decision to watch at the cinema.

The fourth hypothesis, which states that price perceptions have a significant influence on consumers' decisions to watch, was proven at 44.8%. These results indicate that price perceptions have a significant impact on influencing consumer decisions, with a high level

of trust. Consumers tend to choose to watch at the Puri XXI cinema if they feel that the price they pay is commensurate with the benefits they receive. This is consistent with marketing theories that emphasize the importance of price perceptions in consumer decision-making.

Apart from that, the fifth hypothesis which states that the variables activity, interest, opinion, and price perception together influence consumers' decisions to watch films at the Puri XXI cinema is proven to be 48.1%. Although most of the influence has been explained by the price perception variable, the existence of other variables such as activity, interest, and opinion also have a significant impact. Although there are still around 51.9% of other factors outside of research that influence consumer decisions, this research provides valuable insight into the factors that influence consumer behavior in choosing to watch at the Puri XXI cinema.

CONCLUSION

Puri XXI cinema visitors are characterized by a high level of activity, where the majority of them, around 56% of respondents, reported that they consistently carry out main and extra activities in their daily routine. Apart from that, their interest in watching films is also quite high, reflected in the 42% of visitors who actively follow developments in the world of cinema, consume news about actors/actresses, and are willing to allocate part of their income or pocket money to watch in the cinema. The opinion aspect is also important, where around 43% of visitors have a positive view of the benefits of watching films, considering it as a way to restore physical and emotional condition, build character, and provide motivation and inspiration. In terms of price perception, the majority of visitors, around 48%, perceive that the cinema ticket prices set by Puri XXI management are in accordance with the benefits they experience. Despite this, the decision to watch at the Puri XXI cinema is still considered sufficient, indicating that several factors need to be considered before they make a final decision. Through data analysis, it was found that the activity variable, although connected to viewing decisions, did not have a significant impact. This shows that other factors may be more influential in influencing consumers' decisions to watch films at the Puri XXI cinema in Kembangan, Jakarta City.

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