



Factors That Affecting Audience's Purchase Intention To Watch *Kkn Di Desa Penari* In Theaters In The Midst Of Covid-19 Pandemic

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Abstract: The Covid-19 pandemic has greatly damaged the world's film industry and even forced cinemas to close its doors. The audience's purchase intentions have also changed following the drastic changes on social-economic conditions.

Based on the initial research, people, features, script, price, promotion, and place are factors that influence the audience's purchase intention to watch films in cinemas. It was proven in a study conducted by Ulker-Demirel et al. (2018) which shows that these six variables have an influence on audience purchase intentions.

This research will use *KKN di Desa Penari* audience as the research object. This research includes causal research, because it is used to develop existing research models to test research hypotheses that are determined based on a literature review to answer the problems that have been identified.

This research was conducted using quantitative research method, which is a scientific approach to managerial and economic decision-making. The quantitative method is used because the results of the analysis can be obtained accurately when used according to the rules. It can measure the interaction between two or more variables and simplify the complex and complicated problems in a model. The data was collected through a questionnaire which was distributed randomly to 236 audience of *KKN di Desa Penari*. It was collected using the snowball sampling technique.

The research found that people, script, and place had a positive influence on *KKN di Desa Penari* audience's purchase intention. Meanwhile, features, price, and promotions have no significant influence on *KKN Di Desa Penari* audience's purchase intention.

Keywords – People, Features, Script, Price, Promotion, Place, Purchase Intention, Movie Marketing

I. INTRODUCTION

The global economy, especially the movie business, has been negatively impacted by the COVID-19 epidemic. In order to successfully complete pre-production, production, and post-production tasks, the film industry depends heavily on human connection. According to figures from the Motion Picture Association (MPA) the globe box office took in US\$42.3 billion in 2019 but only US\$12 billion in 2020. 72% less is lost overall. This results in significant losses for movie theater owners and film studios. No Time to Die, Mulan, Soul, Black Widow, and many other movies with 2020 release dates had to be delayed, which cost movie companies money every month in ongoing expenses and marketing fees (Adgate, 2021).

The World Health Organization (WHO), the Center for Disease Control (CDC), and the Occupational Safety and Health Administration (OSHA) experts worked with the National Association of Theater Owners (NATO) in America to develop CinemaSafe, a health protocol guide for cinemas. The 320 companies who collectively own more than 30,000 movie screens in America have joined forces to form NATO and have agreed to abide by the CinemaSafe regulations. The cinema protocol in Indonesia complies with the stringent guidelines established by CinemaSafe in accordance with DKI Jakarta Kadisparkraf Decree No. 140 of 2020 and SKB Kemendikbud-Kemenparekraf No. 20 of 2020 (CinemaSafe, 2020). However, audiences still reluctant to see the movies because of the widespread of Covid-19 and excessive closure of theaters in Indonesia's major cities.

Restaurants and shopping malls with much more at risk continue to be open and functioning under the same circumstances. This fosters the stigma in society that movie theaters are bad places and can spread Covid-19. Nevertheless, despite being released during the Covid-19 Pandemic, one of the movies managed to rule the Indonesian box office. The movie is *KKN Di Desa Penari* Film. To assess the marketing mix (4P) factors—product, pricing, promotion, and place—this study takes a holistic approach that looks at how many elements in a film interact on consumer purchase intention.

II. LITERATURE REVIEW

Marketing Mix

The marketing mix, as defined by Kotler et al. (2018), is a collection of marketing strategies made up of the 4Ps of product, price, place, and promotion that a company combines to achieve the desired outcomes from the target market. A corporation must first develop a market offering (product) that addresses a demand before it can communicate its value proposition. The business must then select how to make the offer available to target customers and how much to charge for the offer (Price) (Place). Finally, businesses must interact with their target audiences, communicate offerings, and persuade consumers of the advantages of those offers (Promotion). To communicate with and provide the desired value to the target consumers, businesses must integrate every component of the

marketing mix into a thorough integrated marketing program. Ulker-Demirel et al. (2018) assert that the marketing mix of a movie also includes the following three components: People, Script, and Features.

1. Person

Actors or actresses and directors are the two types of people who appear in movies. A character in a movie is portrayed by an actor or actress using their voice and physical presence. The character that an actor or actress is portraying must be well researched, the dialogue must be memorized in accordance with the script, and the character must have developed emotions in order to appear realistic on screen. According to Ulker-Demirel et al. (2018), the presence of a famous person in a movie significantly boosted its first box office performance.

A director is a person who is creatively involved and in charge of every part of a movie, from pre-production to post-production, according to (Piccirillo, 2010). A director's job throughout production is to guide actors and actresses in front of the camera and all production departments, particularly those involved in audio-visuals, to fit the vision and script. Ulker-Demirel et al. (2018) asserts that in addition to the actor or actress, the director also contributes to a film's branding. A well-liked filmmaker will be equally appealing.

The People indicator was formed by the statement that the *KKN Di Desa Penari* film was played by a great actor, played by a great actress, and directed by a reliable director

2. Features

Features in this context refer to a film's country of origin. Ulker-Demirel et al. (2018) assert that a film's place of origin may be one of its draws for viewers.

The Features indicator is formed by the statement that the film *KKN Di Desa Penari* is able to demonstrate the good quality of Indonesian-produced films, is able to compete with foreign-produced films and is able to describe the socio-cultural conditions of Indonesia well.

3. Script

A script or film script is a written account of a movie's plot, characters, dialogue, and settings. Ulker-Demirel et al. (2018) found a strong correlation between the film marketing mix and the script's quality, genre, and story.

The Script Indicator was formed by the statement that the genre of the *KKN Di Desa Penari* film was very interesting, the true story in the *KKN Di Desa Penari* film was able to be shown well, the visuals in the *KKN Di Desa Penari* film matched the original story written on the SimpleMan Twitter account, and had interesting storyline.

4. Price

Price in this context refers to the cost of a movie ticket (not including the price of food, drinks and other additional costs). Coate & Verhoeven, (2015) claim that because movie tickets are getting more expensive and there are more alternative ways to watch movies, people are beginning to think that movie theaters aren't the only place to watch movies. This occurs at the same time as the Covid-19 outbreak, which forced the closure of public venues like theaters and created new viewing patterns for customers who now prefer to watch movies on streaming platforms.

The Price indicator is formed by the statement that ticket prices for watching *KKN Di Desa Penari* films in theaters are affordable, ticket promos for watching *KKN Di Desa Penari* films in theaters are attractive, and ticket prices for watching *KKN Di Desa Penari* films are in accordance with the quality of the film.

5. Promotion

Following completion of production, a movie will undergo promotion in an effort to draw in new audiences. At this point, viewer decisions might be influenced by promotional materials including trailers, posters, reviews from critics, and word-of-mouth on social media.

The Promotion indicator was formed by the statement that the reviews in the mass media regarding the *KKN Di Desa Penari* film were very positive, word of mouth regarding the *KKN Di Desa Penari* film was very good, the trailer promotion for the *KKN Di Desa Penari* was very interesting, the poster design for the *KKN Di Desa Penari* was very interesting, and the promotion by the film *KKN Di Desa Penari* was very good.

6. Place (distribution)

Kim et al., (2016) claim that because there are more screening sites and audiences have easier access, ticket sales are more likely to rise the earlier in a movie's run that there are more theaters playing it. However, with the expansion of the digital media business, including streaming services, video on demand (VOD), and pay per view (PPV), movie distribution is no longer solely done in theaters.

The Place indicator was formed by the statement that audiences feel safe watching the *KKN Di Desa Penari* film in theaters even though it is still in the conditions of the Covid-19 pandemic, the *KKN Di Desa Penari* film is easy to find in any cinema, it is easy to watch the *KKN Di Desa Penari* film, and feel the cinema environment has properly supported the health protocol.

Purchase Intention

Sljivo, (2021) asserts that the rational and emotive models, respectively, can be utilized to describe the Purchase Intention process. The rational Purchase Intention model gives the cognitive traits of functional reasons priority. While this is going on, the emotional Purchase Intention model is a model of purchase intention that is heavily influenced by emotional circumstances. In this approach, the company's consumer-attraction marketing strategy now incorporates the senses of taste, sight, smell, hearing, and touch. Films are products that provide emotional experiences, according to Sljivo, (2021). Customers anticipate that when they watch movies, they will experience specific emotions like happiness, anger, sadness, emotion, touch, or fear. When a movie can evoke powerful emotions in its audience, it can achieve consumer pleasure.

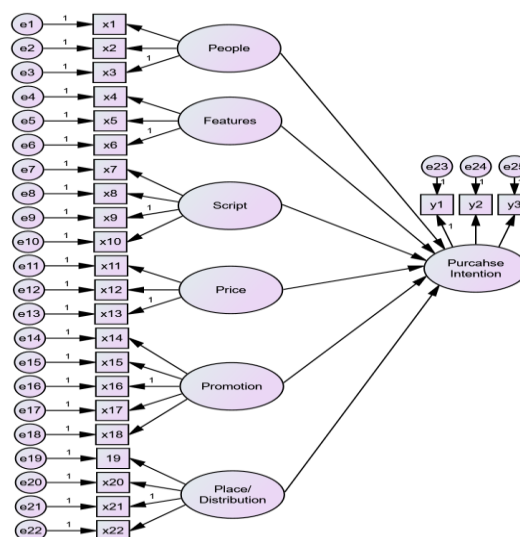
Objectives

Identifying the influence of People, Features, Script, Price, Promotion and Place on a person's decision to watch the *KKN Di Desa Penari* film in theaters.

Hypotheses

- H1: People have a significant effect on Purchase Intention.
 H2: Features have a significant effect on Purchase Intention.
 H3: Scripts have a significant effect on Purchase Intention.
 H4: Price have a significant effect on Purchase Intention.
 H5: Promotion have a significant effect on Purchase Intention.
 H6: Place have a significant effect on Purchase Intention.

Figure 1. Hypotheses Model



The method used in this study will refer to references that can carry out simultaneous analysis processes related to the multi-variable research model, namely the Structural Equation Model (SEM) using AMOS 20.0 software. This research model is expected to be able to explain the relationship between variables in order to understand the factors that influence movie goers to return to cinemas in the era of the Covid-19 pandemic as well as make implications so that the results will approach the requirements of a measurement that will be described through a research design.

Population and Sample

This study's population will consist of moviegoers who have purchased tickets to see *KKN Di Desa Penari* in multiple Indonesian cities since April 30, 2022. Because the population to be researched cannot be determined with certainty, non-probability sampling will be employed for this study. This study's overall sample size was 236 respondents who filled out the questionnaire.

Data and Sources of Data

Primary data collection was carried out by collecting the answers of respondents who answered all indicators of the variables in this study with the criteria and characteristics of the respondents that were suitable for research needs and filled in completely until the researcher passed the selection and the data could be used in subsequent discussions. The selected questionnaire is a complete questionnaire as a whole, in accordance with the filling instructions, and then the selected questionnaire will be further processed.

III. RESEARCH METHODOLOGY

The analysis technique used in this study uses the Structural Equation Modeling (SEM) technique. According to Ghazali & Ratmono (2017), Structural Equation Modeling (SEM) is a multivariate technique that combines aspects of factor analysis and multiple regression which allows researchers at the same time to examine a series of interrelated dependency relationships between measured variables and latent constructs as well as between several latent constructs. other. The structural equation of this research is as follows:

$$PI = \alpha_1 PE + \alpha_2 FE + \alpha_3 SC + \alpha_4 PRI + \alpha_5 PRO + \alpha_6 PL + \delta_1$$

Keterangan:

δ = Disturbance term

α = Regression Coefficient

PE = People

FE = Features

SC = Script

PRI = Price

PRO = Promotion

PL = Place

a. Investigation of assumptions

In this step the suitability of the model is evaluated, through a review of several criteria of goodness of fit. For this reason, the first action that must be taken is to evaluate whether the data used meets the required assumptions. The assumptions that must be met are as follows:

- **Sample Size**
The minimum sample size that must be met in modeling is 100 and then using a comparison of 5 observations for each parameter to be estimated.
- **Normality and Linearity**
This normality test needs to be carried out both for normality of single and multivariate data, where the variables are used simultaneously in the final analysis. Linearity test can be done by observing the scatterplots of the data.
- **Outliers**
Outliers are observations that appear with extreme values both univariately and multivariately and look very much different from other observations.
- **Multicollinearity and Singularity**
Multicollinearity can be detected from the determinant of the covariance matrix. A very small covariance matrix determinant value indicates a multicollinearity or singularity problem, whereas a large covariance matrix determinant value indicates that there is no multicollinearity or singularity problem in the data being analyzed.

b. Goodness of Fit

To measure the "correctness" of the proposed model, it must be tested against several fit indices. The following are several suitability indices and their cut off values to be used in testing whether a model can be accepted or rejected.

- a. **X² - Chi square statistics**
The lower the chi-square value, the better or more satisfactory the model will be, so it is accepted based on the probability cut off value of $p > 0.05$ or $p > 0.10$.
- b. **RMSEA (The Root Mean Square Error of Approximation)**
The RMSEA is defined as an index that is useful for compensating for the chi-square statistic in larger samples. The RMSEA value indicates the goodness-of-fit value that can be confronted if the model is estimated in the population. The lower the RMSEA value or close to 0.8, the better the close fit of the model based on degrees of freedom.
- c. **GFI (Goodness of Fit Index)**
The higher the index value, the better it will be assessed. Non-statistical measures have values ranging from 0 (poor fit) to 1.0 (perfect fit). A high score on this index indicates a "better fit".
- d. **AGFI (Adjusted Goodness Fit Index)**
The higher the AGFI value, the better the acceptance rate. The minimum AGFI score to be accepted is a value ≥ 0.90 . The value of 0.90-0.95 indicates an adequate level or is called adequate fit, then a value of 0.95 indicates a good level or is called good overall model fit.
- e. **CMIN/DF**
CMIN/DF is the minimum sample discrepancy function. This indicator is usually reported as one of the indicators to measure the fit level of a model. CMIN/DF is a chi-square statistic, X² is divided by DF so it is called X²-relative. The X²-relative value belonging to the fit category (model and data match) is < 2.0 or 3.0 .
- f. **TLI (Tucker Lewis Index)**
The TLI is an alternative to the incremental fit index which compares a model being tested against a baseline model. The model reference value accepted in the very good fit category is 0.95-1.
- g. **CFI (Comparative Fit Index)**
CFI has a value range of 0-1, where as it gets closer to 1, it indicates a better level of fit (very good fit).

IV. RESULTS AND DISCUSSION

4.1 Results

1. Validity test

The number of samples in this study were 236 respondents so that the Standard Factor Loading used was 0.40. The decision-making criteria for the validity test if Factor Loading ≥ 0.40 , then the item statement is said to be valid. All item in this study are declared valid because all item have validity > 0.40 .

2. Reliability Test

Based on the results of the reliability test, it shows that the results of the reliability test for all variables in this study are declared reliable because all item have composite reliability > 0.70 .

3. Data Normality Evaluation

Based on the results of the normality test, the critical ratio (C.R) values for kurtosis and skewness of each variable are in the range of -2.58 and +2.58. This shows that most of the univariate normality tests are normally distributed. Because the value of 2.504 is within the range of 2.58, the multivariate data is consistent with normal assumptions.

4. The Outliers

The outliers test was carried out using the Mahalanobis distance criteria at the $p < 0.001$ level. This Mahalanobis distance was evaluated using X² in degrees of freedom equal to the number of variable indicators used in the study. In this study, the number of indicators used was 22 so that at a p level of 0.001 an X² value of 52.6196 was obtained. So if the highest Mahalanobis Distance value is lower than 52.6196, it means that there are no outlier data.

5. Multicollinearity or singularity

Multicollinearity or singularity problems are indicated by the very small determinant value of the covariance matrix. If this problem occurs, Amos 22.0 will give a warning. According to the test results, the determinant matrix is greater than zero, which is equal to 0.06. This value indicates that multicollinearity and singularity are not indicated by this observation.

6. Goodness of Fit

Table 1 Goodness of Fit

Goodness of fit index	Criteria (cut-off value)	Results	Conclusion
X^2 – Chi Square	Expected to be low	392,289	Not goodness of fit
Significance probability	$\geq 0,05$	0,000	Not goodness of fit
RMSEA	$\leq 0,08$	0,048	Goodness of Fit
NFI	$\geq 0,90$	0,930	Goodness of Fit
GFI	$\geq 0,90$	0,881	Marginal Fit
AGFI	$\geq 0,09$	0,848	Marginal Fit
TLI	$\geq 0,95$	0,972	Goodness of Fit
CFI	$\geq 0,95$	0,977	Goodness of Fit
CMIN/DF	< 2.00	1,544	Goodness of Fit

Based on the results of Table 1, the Goodness of Fit test in this study can be stated as Goodness of Fit. This can be seen from the results of RMSEA, NFI, TLI, CFI, and CMIN/DF which are Goodness of Fit, then supported by AGFI and GFI values which are Marginal Fit. So it can be concluded that the model in this study was declared feasible and accepted so that it could be continued for further testing.

7. Hypothesis Testing

Table 2 Hypothesis Testing

Hypothesis	Estimates	C.R	p-value	Decision
H1: <i>People</i> has a significant effect on Purchase Intention	0,245	2,192	0,028	Accepted
H2: <i>Features</i> has a significant effect on Purchase Intention	0,052	0,271	0,786	Rejected
H3: <i>Script</i> has a significant effect on Purchase Intention	0,330	2,082	0,037	Accepted
H4: <i>Price</i> has a significant effect on Purchase Intention	0,110	0,490	0,624	Rejected
H5: <i>Promotion</i> has a significant effect on Purchase Intention	0,023	0,129	0,897	Rejected
H6: <i>Place</i> has a significant effect on Purchase Intention	0,262	2,392	0,017	Accepted

Based on the table 2, by comparing the CR value above 1.96 and the P value below 0.05 from the results of data processing, it can be determined whether the hypothesis is accepted or not. The proposed research hypothesis can be accepted if the processed data shows a value that meets these requirements. Testing the research hypothesis will be discussed step by step. The results of testing the six hypotheses are described below.

- H1: *People* have a positive effect on Purchase Intention
The results of testing the first hypothesis showed a significance value or p-value of 0.028 (< 0.05) and a CR value of 2.192 (> 1.96). This shows that people have a positive and significant influence on Purchase Intention, thus it can be said that hypothesis 1 (H1) is accepted.
- H2: *Features* have a significant effect on Purchase Intention
The results of the second hypothesis test showed a significance value or p-value of 0.786 (> 0.05) and a CR value of 0.271 (< 1.96). These results indicate that Features have no significant effect on Purchase Intention. Thus it can be said that hypothesis 2 (H2) is rejected.
- H3: *Scripts* have a significant effect on Purchase Intention.
The results of the third hypothesis test showed a significance value or p-value of 0.037 (< 0.05) and a CR value of 2.082 (> 1.96). So it can be concluded that the script has a positive and significant influence on Purchase Intention. Thus it can be said that hypothesis 3 (H3) is accepted.
- H4: *Price* has a significant effect on Purchase Intention.

The results of the fourth hypothesis test show a significance value or p-value of 0.624 (> 0.05) and a CR value of 0.490 (> 1.96). So it can be concluded that Price does not have a significant influence on Purchase Intention. Thus it can be said that hypothesis 4 (H4) is rejected.

- e. H5: Promotion has a significant effect on Purchase Intention.

The results of the fifth hypothesis test showed a significance value or p-value of 0.897 (> 0.05) and a CR value of 0.129 (< 1.96). So it can be concluded that Promotion does not have a significant influence on Purchase Intention. Thus it can be said that hypothesis 5 (H5) is rejected.

- f. H6: Place has a significant effect on Purchase Intention.

The results of testing the sixth hypothesis showed a significance value or p-value of 0.017 (< 0.05) and a CR value of 2.92 (> 1.96). So it can be concluded that Place has a positive and significant effect on Purchase Intention. Thus it can be said that hypothesis 6 (H6) is accepted.

4.2 Discussion

1. Influence of People on Purchase Intention

The results of the first hypothesis test showed a significance value or p-value of 0.028 (< 0.05) and a CR value of 2.192 (> 1.96) with an estimated value for People obtained of 0.245. This shows that there is. People have a positive and significant influence on Purchase Intention, thus it can be said that hypothesis 1 (H1) is accepted. This finding is consistent with that of Ulker-Demirel et al. (2018) which suggests that directors and actors can influence moviegoers' Purchase Intentions.

A director is fully involved in the planning and visualization of the film he will make from the initial concept to the end. Even though a film has a team of professional crew who are responsible for casting, screenwriting, set and costume design, as well as much other pre-production work, a director still has a great deal of influence over the execution results of these departments (Piccirillo, 2010). Moviegoers believe that if an actor or actress has charisma and a successful filmography, then more people will want to watch the latest movies starring that actor or actress again. The more attractive an actor and actress is, the more likely people are to want to watch their films (Ponggeng & Mulia, 2020).

This shows that there is a perception of moviegoers about how important the people, both actors, actresses, and directors in the *KKN Di Desa Penari* film influence their decision to buy tickets.

2. Influence of Features on Purchase Intention

The results of the second hypothesis test showed a significance value or p-value of 0.786 (> 0.05) and a CR value of 0.271 (< 1.96) with an estimated value for Features obtained 0.052. These results indicate that Features have no significant effect on Purchase Intention. Thus it can be said that hypothesis 2 (H2) is rejected. These results are consistent with research from Phuong & Dat (2017) and Ulker-Demirel et al., (2018) that Features are like the country of origin of a film, whether domestic or foreign, has no impact on Purchase Intention.

Based on the findings in this study, there was no perception of moviegoers about how important their country of origin in the *KKN Di Desa Penari* film influenced their decision to buy tickets. Viewers of the film *KKN Di Desa Penari* do not consider the country's reputation, nor the knowledge and stereotypes attached to the country in buying tickets to watch the film. According to Berk (2009) with the expansion of international communications, the film business has undergone major changes in recent years. Now that films are compilations of scenes from around the world, each viewer can bring their own cultural perspective to the viewing experience so that country of origin does not stop cinema films from being popular in all countries.

3. Influence of Scripts on Purchase Intention

The results of the third hypothesis test showed a significance value or p-value of 0.037 (< 0.05) and a CR value of 2.082 (> 1.96) with an estimated value for Script obtained 0.548. So it can be concluded that the script has a positive and significant influence on Purchase Intention. Thus it can be said that hypothesis 3 (H3) is accepted. This result is in line with research from Kerrigan (2010) which emphasizes the importance of script quality and the relationship between genre and story. In addition to the research findings from Ulker-Demirel et al. (2018) it is known that the script influences the audience's intention to buy tickets.

When choosing a film to watch, audiences often choose based on their genre preferences in the hope that this decision will make them get what they want from the film (Hixson, 2006). Everyone has different preferences for the films they will watch. The audience's preference for certain genres influences their curiosity about the film's storyline. Apart from genre, visual effects and a good storyline are several aspects of filmmaking that can gain praise or criticism from the audience (Kristanto & Angelina, 2013).

Based on the findings in this study, there are moviegoers' perceptions of how important the script is in the *KKN Di Desa Penari* film that influences their decision to buy.

4. Influence of Price on Purchase Intention

The results of the fourth hypothesis test show a significance value or p-value of 0.624 (> 0.05) and a CR value of 0.490 (> 1.96) with an estimated value for Price of 0.110. So it can be concluded that Price does not have a significant influence on Purchase Intention. Thus it can be said that hypothesis 4 (H4) is rejected. These results are consistent with that of Ulker-Demirel et al. (2018) that consumers are not affected by the asking price.

Prices may vary based on viewing time and cinema location. Viewers don't care about ticket prices or other price alternatives when deciding which film to watch. According to Oh et al., (2017) audiences do not care about ticket prices because consumers are used to paying more for certain entertainment options as demand fluctuates. In addition, Oh pointed out that currently the experience of watching a movie is more important. There are viewers who want to watch in the premium class with spacious leg room, exclusive services, and comfortable reclining seats. Some theaters even have other special effects built in and amazing sound systems. So that ticket prices don't really have an impact on Purchase Intention for tickets to watch movies in theaters.

Based on the findings in this study, there is no perception of moviegoers about how important the price of *KKN Di Desa Penari* movie tickets is that influences their decision to buy tickets.

5. Influence of Promotion on Purchase Intention

The results of the fifth hypothesis test showed a significance value or p-value of 0.897 (> 0.05) and a CR value of 0.129 (< 1.96) with an estimated value of 0.023. So it can be concluded that Promotion does not have a significant influence on Purchase Intention. Thus it can be said that hypothesis 5 (H5) is rejected. The results of this study are consistent with the findings of Ponggeng (2020) that promotion has no impact on Purchase Intention.

Although there is research that trailers, word of mouth, and other forms of promotion shown are good predictors of film success, this does not mean doing anything to attract people's interest (Ponggeng & Mulia, 2020).

Based on the findings in this study, there is no cinema audience's perception of promotions in the *KKN Di Desa Penari* film influencing their decision to buy.

6. Influence of Place on Purchase Intention

The results of the sixth hypothesis test showed a significance value or p-value of 0.017 (< 0.05) and a CR value of 2.92 (> 1.96) with an estimated value of 0.262. So it can be concluded that Place has a positive and significant effect on Purchase Intention. Thus it can be said that hypothesis 6 (H6) is accepted. These results are consistent with those found by Rizqi & Sutanto (2021) and Ulker-Demirel et al. (2018) that the Place factor has a positive and beneficial effect on Purchase Intention.

According to Hennig-Thurau et al., (2007) the film industry is intended to increase profits as much as possible, so that the effect of cinema location on film revenue is usually more positive than negative. Location selection and film distribution should be a major consideration. Proper distribution allows customers to use the product more than once.

Based on the findings in this study, there are moviegoers' perceptions of the Place factor in the *KKN Di Desa Penari* film that influences their decision to buy tickets.

V. CONCLUSION

Based on the results of the research and discussion on "Factors Influence Consumer Purchase Intention Of *KKN Di Desa Penari* Film In The Covid-19 Pandemic Era", the following conclusions can be drawn:

1. People have a positive and significant effect on Purchase Intention. So it can be concluded that the higher the quality of actors and directors in a film can increase the audience's Purchase Intention. This influence is shown through the indicators of a great cast and a reliable director.
2. Features have no significant effect on Purchase Intention. So it can be concluded that the origin of a film, films that can compete with other countries, and films that describe the condition of a country do not influence the audience's decision to buy KKN cinema tickets in the Dancer Village.
3. Scripts have a significant effect on Purchase Intention. So it can be concluded that the better the quality of the script and story of a film can improve the purchasing decisions of the audience. This influence is shown through an interesting film genre, a well-presented story, and also visuals that are in accordance with the source material for the film *KKN Di Desa Penari*.
4. Price has no significant influence on Purchase Intention. So it can be concluded that affordable ticket prices, promo ticket prices, and the relationship between ticket prices and film quality have no effect on Purchase Intention for KKN movie tickets in Dancer Village.
5. Promotion has no significant effect on Purchase Intention. So it can be concluded that film reviews, word of mouth, trailers, and promotions carried out by the film's marketing team are considered unable to convince the audience to buy tickets to watch the *KKN Di Desa Penari* film.
6. Place has influence on Purchase Intention. So it can be concluded that choosing the right place to watch can influence the audience's Purchase Intention. It can be seen that the *KKN Di Desa Penari* film is easy to find in cinemas throughout Indonesia which have complied with the health protocol during the screening of the *KKN Di Desa Penari* film amid the Covid-19 pandemic.

VI. RECOMMENDATION

Based on the results of the research that has been done, the main recommendation made for the object of this research is to increase the People, Script and Place factors. Film producers need to focus on selecting people in films such as selecting actresses, actors and directors in order to increase the audience's Purchase Intention. In addition, film producers also need to improve the quality of the script, storyline and visual presentation of the film. Finally, film producers need to increase their selection of appropriate film screening venues that have implemented health protocols so that viewers feel safe and comfortable.

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