

The *Influence of Trailers, Word of Mouth (WOM), Film Quality and Movie Stars on the Interest of Watching (Repurchase Intention) National Films*

Angela Yoanita Ponggeng¹
Postgraduate Master in Management
Mercu Buana University
Jakarta, Indonesia

Dipa Mulia²
Postgraduate Master in Management
Mercu Buana University
Jakarta, Indonesia

Abstract:The purpose of this study was to determine and analyze how much influence the variables of Trailer, Word-of-Mouth (WoM), Film Quality and Movie Star on The Interest of Re-watching Intention (repurchase intention) national films. The measurement method uses a survey through a questionnaire by using word of mouth (WoM), film quality, and movie stars factors in influencing customer's repurchase intention. This study used a non-probability sampling method, amounting to 160 respondents. The data analysis technique used is multiple linear regression using the SPSS version 23 application. The results showed that Film Quality and Movie Stars have a significant effect on Repurchase Intention. The variables of Trailer and Word of Mouth have not a significant effect on Repurchase Intention.

Keywords:- Trailer, Word of Mouth, Film Quality and Movie Star, Watch Interest.

I. INTRODUCTION

Indonesia, as an island nation and its many inhabitants, has a wide variety of tribes, cultures, religions, races and languages. In addition to being rich in these things, Indonesians also have a wide range of needs and entertainment. The needs of man himself by his nature can be described into two kinds. *First*, Physical Needs, is a need that is naturally felt by the physical or physical of man. This need covers all the needs of the nature of the thing. For example, the need for food, clothing, sports, home, etc. *Second*, Spiritual Needs, is a necessity whose nature obtains spiritual satisfaction. Based on the data that researchers get from the official website of Indonesian film. The growth of cinema screens is inversely proportional to the number of viewers and the growth in the number of viewers per year, especially in 2019 has decreased (gap). Where the number of screen growth is 15.68% but the audience growth is only 1.38%. When compared to 2018, screen growth was 17.83% and viewership growth was 20.77%. The number of films that reached the number of 1 million only amounted to 15 titles while the film in circulation was 129 titles, meaning 144 Indonesian film titles in circulation throughout 2019 can be said to be unsuccessful (flop). A film is said to have gained box office or success if it broke through the number

of one million viewers. From the result of Pre-survey conducted by researchers by taking a random sample of 30 people against national moviegoers that discussed what factors make respondents re-watch national movies, movie stars and film quality, many were chosen by respondents as the driving factor interest of repurchase the film (repurchase intention) in theaters. From the pre-survey and exposure from previous studies, the researcher determined the audience's attention in this study were trailer, word of mouth, film quality and movie stars. These four take while researchers have proven research that trailer, word of mouth, film quality, and movie stars have influenced the decision-making process of a person watching a movie in cinemas, while repurchase intention is a post purchase behavior in the decision-making process or evaluation of the behavior of viewers who have previously been interested in watching, seeking information and have watched national films in theaters in the past and are interested in finding or processing in formation again [1].

II. LITERATURE

A. Marketing Management

Explaining marketing management is a human effort to achieve desired exchange results and build close relationships with consumers in a way that is profitable for the company [2].

B. Marketing Communications

Marketing is an activity, a set of commands, and a series of processes shaping, communicating, sending, and exchanging valuable offers to consumers, clients, associates, and the public at large [3]. Scope of marketing communication: marketing communication can take the form of planned or unplanned communication such as word of mouth. Marketing communications may also be based on a product or service. All these activities are interconnected with each other.

C. Consumer Behavior

Consumer behavior it is study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires [4]. Consumer behavior is a study of how individuals, groups, and organizations or institutions choose, buy, use, and dispose of goods,

services, ideas, or experiences to satisfy the needs and desires of consumers[5].

D. Interests in Watching Movies

The buying interest is resistant made by consumers before planning to buy a product. The consumers' buying interests reflect the consumer's desire and desire to buy a product[6]. The interest in this study is that the interest in watching is a conscious or unnoticed process in which the viewer is placed in a natural that is confronted with the focus of light and helps to produce illusions on top of layers. This atmosphere evokes human emotions, thoughts and attention influenced by the film being watched.

E. Repurchase Intention

Post-purchase consumer action, satisfaction or dissatisfaction after a consumer's purchase of a product will affect subsequent behavior, if the consumer is satisfied it will indicate a higher likelihood of repurchasing the product[3]. Repeat intention to buy can be identified through the following dimensions[7]:

- a) Transactional Interest, i.e. a person's tendency to buy products.
- b) Referential interests, i.e. one's tendency to refer to others.
- c) Preferential interests, i.e. interests that describe the behavior of someone who has a primary preferential to the product, these preferences can only be replaced when something happens with their preferred product.
- d) Explosive interest, this interest describes the behavior of a person who is always looking for information about the product he or she is requesting and looking for information to support the positive properties of the same product.

F. Trailer

A promo program that can be said as a program or promo if it has fulfilled Laswell Formulanamely "Who's says what to whom with what effect in which channel" or contained elements read, watch, and hear. This is the author's analogy to the program put forward by [8]. In the world of film Trailer is more often interpreted as a form of promotion of a film that will be screened. Nowadays, movie trailers through video on the internet seem to have become the most effective promotional medium in the promotion of a film. Trailer dimensions include read, watch, and hear.

G. Word of Mouth (WoM)

The organization in communicating products/ services can through advertising, personal sales, sales promotion, direct mail public relations and Word-Of-Mouth (WOM)[9]. WOM is known as a powerful tool for marketing or promoting products or companies at no cost or at a very small cost. In addition, word of mouth is also the most powerful cheap, effective promotional strategy that can be used in business[10].

The factors that promote word of mouth communication, described as follows [11]:

- a) Needs of Information Senders
 - To evoke courage and prestige to remove purchase errors (male/female).
 - To create engagement with the desired community or group.
- b) Needs of The Recipient of Information
 - To search for product information from several reliable sources about the products offered.
 - Lower desire about possible purchaserisks.

H. Film Quality

Product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease, operation, and repair of the product, as well as other product attributes[12]. Product quality can be based on product quality dimensions relevant factors in this study are as follows:

- a) Durability is a measure of the operating life of product expectations under ordinary or stressful conditions, is a valuable attribute for certain products.
- b) Reliability is a measure of profitability that the product will not malfunction or fail within a certain period of time.
- c) Adjustment is an adjustment based on product differentiation that suits the consumer's wishes.
- d) Conformity to specifications is the size of the product produced in accordance with the promised specifications.

I. Movie stars

The movie stars or movie actors and commonly referred to as actors and actresses are those who play or star in a film produced by portraying the characters in the film's story according to the existing scenario[13]. Celebrity is a character (actor, entertainer, or athlete) known to the public for his achievements in different areas of the supported product group[14].

The dimensions of Celebrity Endorsement in the study refer to research conducted by Rini & Astuti (2012) which adopted the theory (Percy & Rossiter, 1987) which is measured from the characteristics of endorser in communication namely VISCAP model (visibility, credibility, attraction, power) [15].

III. CONCEPTUAL FRAMEWORK

Based on library studies and previous research, researchers formulated the following frame of mind:

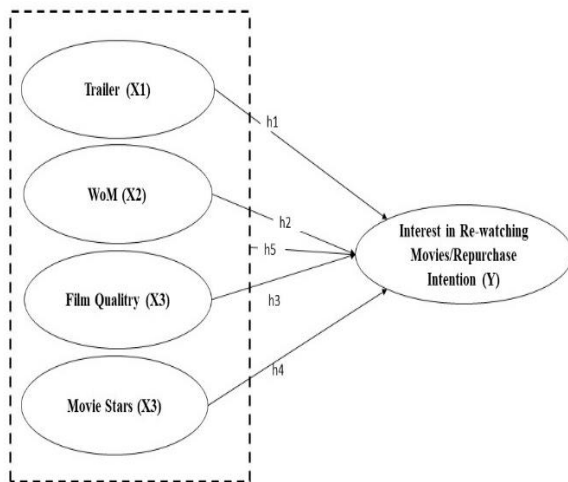


Figure 1: Conceptual Framework

➤ Hypothesis

- H1: There is a significant influence of trailer variables on the repurchase intention of national films.
 H2: There is a significant influence of word of mouth variables on the interest in repurchase films.
 H3: There is a significant influence of film quality variables on the repurchase of films.
 H4: There is a significant influence of film star variables on the interest in repurchase films.
 H5: There is a significant influence simultaneously variable trailers, word of mouth, movie quality and movie stars on the interest of repurchase films.

IV. POPULATION AND SAMPLES

The population in this study is Jakarta as a representative of Java island (the location of the spread of cinemas and screens in Indonesia 70% of 100% throughout Indonesia: the source of filmindonesia.or.id. If the population is unknown, the sample count is at least 5 times the question item contained in the questionnaire [16]. The indicators in this study consist of 4 free variables and 1 bound variable. The total statement in this study is as many as 30 statements, so the minimum sample size of this study is $30 \times 5 = 150$. To get more accurate research data researchers increased the number of samples to 155 samples.

V. DATA COLLECTION METHODS

The data used in this study is primary data taken from the results of filling out questionnaires that have been distributed to consumers using the internet (google link) via smartphone with social media such as WhatsApp, Facebook, and Instagram to friends or research colleagues who have contacts on the researcher's phone and social media.

VI. DATA ANALYSIS METHODS

Hypothetical testing is performed with the SPSS for Windows 23.0 program. The tests conducted in this study include:

- Validity Test: instruments performed in this study by using the conciliation validity test.
- Reliability Test: what extent the measurement of a test remains consistent after repeated over and over again on the subject and under the same conditions.
- Multiple Linear Regression Analysis: measures the strength of relationships between two or more variables, also shows the direction of the relationship between dependent variables and independent variables whether they produce positive or negative values.
- Classic Assumption Test: classic assumption test consisting of multicollinearity test, heteroscedasticity test, and normality test.
- Hypothesis Test: consists of t-test (partial test) and f-test (simultaneous test).
- Correlation Coefficient and Determination Coefficient (R Square).

VII. RESULTS AND DISCUSSIONS

From the results of the questionnaire to 155 respondents who have watched national films in theaters, and each respondent was represented by the criteria of ever watching a national film, domiciled in Jakarta and using a smart phone or using internet access and social media.

The dominant age of respondents was 31–36 years old. Gender criteria number of men as much as 87 or 56.1%, and the number of female respondents was 68 or 44.9%. Maybe because men prefer to watch movies. In terms of employment the most is a private employee as many as 96 people or 61.9%.

A. Validity & Reality

a) Validity Test

From the 155 respondents, the value of the r table was 0.159 ($df = n - 2 = 155 - 2 = 153$) with an error rate of 5%. So, the questionnaire statement item is said to be valid if the r calculated value on the Correct Item Total Pearson Correlation is greater than 0.159.

No Item	Corrected Item-Total Correlation	r hitung	Keterangan
Trailer			
Q1	0,202	0,159	Valid
Q2	0,109	0,159	Not Valid
Q3	0,183	0,159	Valid
Q4	0,276	0,159	Valid
Q5	0,214	0,159	Valid
Q6	0,365	0,159	Valid
WOM			
Q7	0,257	0,159	Valid
Q8	0,177	0,159	Valid
Q9	0,172	0,159	Valid
Q10	0,400	0,159	Valid
Q11	0,213	0,159	Valid
Q12	0,121	0,159	Not Valid
Kualitas Film			
Q13	0,163	0,159	Valid
Q14	0,130	0,159	Not Valid
Q15	0,223	0,159	Valid
Q16	0,352	0,159	Valid
Q17	0,210	0,159	Valid
Q18	0,177	0,159	Valid

Table 1: Validity Test Results

b) Reality Test

Cronbach alpha must be reached by 0.6 or a value that has a variable must ≥ 0.6 . Then the resulting value is greater than 0.6 so it is concluded that the questionnaire indicators for each variable are declared valid to be used as variable measuring instruments.

Variabel	Cronbach's Alpha	N of items	Keterangan
X1	0.733	5	Reliabel
X2	0.728	5	Reliabel
X3	0.754	5	Reliabel
X4	0.713	5	Reliabel
Y	0.753	6	Reliabel

Table 2: Reliability Test Results

B. Normality Test

It can be seen that the Sig. Colomogorov-mirnov value > 0.05 . Then it can be assumed that the data has fulfilled the assumption of normality. Because normal data means to have a normal distribution, so it is considered to represent the population.

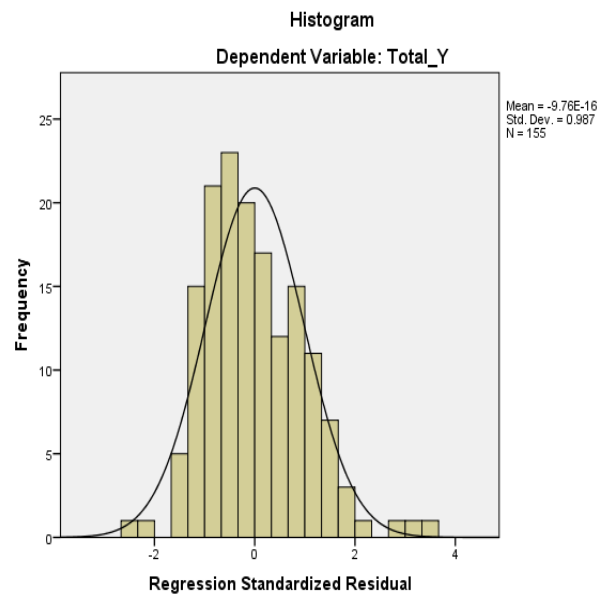


Figure 2: Histogram dependent variable

Based on the result of the histogram chart below where the distribution pattern does not grip to the left or to the right so it can be concluded that the data is distributed normally.

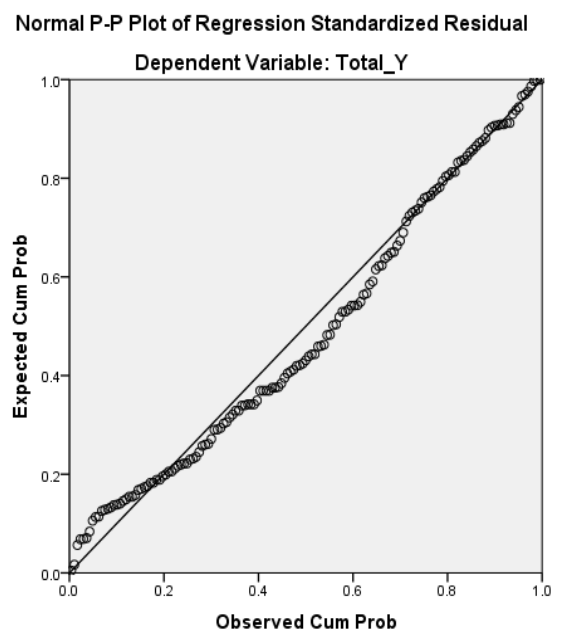


Figure 3: Normal P Plot

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		155
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98692754
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.059
Test Statistic		.080
Asymp. Sig. (2-tailed)		.017 ^c
Monte Carlo Sig. (2-Sig. tailed)		.259 ^d
	99% Lower Confidence Bound	.248
	Interval Upper Bound	.270
A. Test distribution is Normal.		
B. Calculated from data.		
c. Lilliefors Significance Correction.		
D. Based on 10000 sampled tables with starting seed 2000000.		

Table 3: Normality Test Results

The results of the above histogram chart where the distribution pattern does not grip to the left or to the right so it can be concluded that the data is distributed normally.

C. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.187	2.308		3.981			
	Total_X1	.114	.083	.119	1.384	.679	.355	1.473
	Total_X2	.154	.084	.160	1.846	.665	.380	1.503
	Total_X3	.168	.076	.178	2.203	.766	.365	1.305
	Total_X4	.202	.089	.201	2.261	.632	.414	1.582

Table 4: Multicollinearity Test Results

It can be seen that the value is below the number 10, and tolerance >0.1, it can be concluded there is no multicollinearity between independent variables.

D. Heteroscedasticity Test

When there are certain patterns, such as dots that form a particular pattern and are organized (wavy, widened then narrowed) then heteroscedasticity occur. If there is no clear pattern, as well as dots spread then there is no heteroscedasticity.

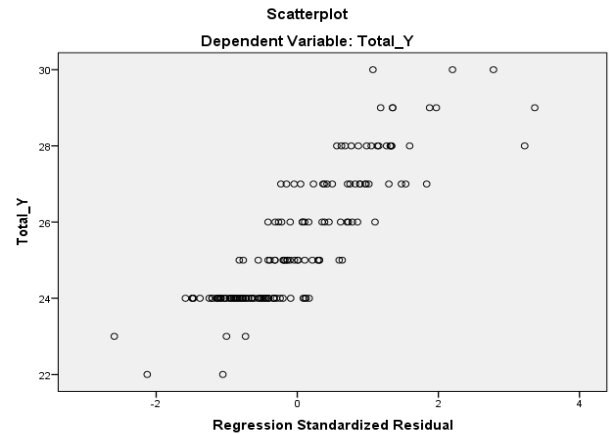


Figure 4: Heteroscedasticity Test

Data does not form a specific pattern (irregular split). This means the research model is free from the problem of heteroscedasticity.

E. Hypothetical Test Results

The value R Square = 0.251 from the table above indicates that 25.1% of variance Y can be explained by changes in variables X1, X2, X3, and X4. While the remaining 74.9% is explained by other factors outside the model.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 ^a	.251	.231	1.542

a. Predictors: (Constant), Total_X4, Total_X3, Total_X1, Total_X2
b. Dependent Variable: Total_Y

Table 5: Results of Determination Coefficient

F. Simultaneous Significance Test Results (test F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	119.689	4	29.922	12.577	.000 ^b
	Residual	356.866	150	2.379		
	Total	476.555	154			

a. Dependent Variable: Total_Y
b. Predictors: (Constant), Total_X4, Total_X3, Total_X1, Total_X2

Table 6: Simultaneous Significance Test Results

The value of sig = 0.000 < 0.05, so H1 is accepted, which means the independent variables together – have a significant effect on dependent variables.

G. Individual Significance Test (Statistical Test T)

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.187	2.308		3.981	.000
Total_X1	.114	.083	.119	1.384	.168
Total_X2	.154	.084	.160	1.846	.067
Total_X3	.168	.076	.178	2.203	.029
Total_X4	.202	.089	.201	2.261	.025

Table 7: Individual Significance Test

Based on the condition of acceptance of the hypothesis i.e. if $t \text{ count} > t \text{ table}$ or $\text{sig} < \alpha \text{ value}$ 0.05, so obtained hypothesis accepted the quality of movies and movie stars, while trailer and word of mouth hypothesis is rejected. As for the value of the β coefficient has meaning if the value of X goes up then the value of Y will also go up, otherwise the value of negative β has meaning if the value of X goes up then the value of Y will go down.

VIII. DISCUSSION

Based on the results of individual significance tests showed that Trailer had no significant effect on the interest of repurchase the film in theaters because the value of $\text{sig} > 0.05$ then H1 was rejected. The value is obtained from the calculated result using SPSS 23.

Profile respondents, the worst indicator of their performance is hearing snippets of dialogue sentences from the player in the trailer and hearing the background on the trailer. While a good indicator of performance is reading the title of the movie on the trailer, looking at the graphics of the CGI visual effect in the trailer and seeing the players and characters in the trailer.

However, these results contradict with previous research on trailers. Trailer had a positive and significant impact on decision-making [17]. Film promos through trailer mediation are the best when compared to other film promos used in research: actors, directors, and genres because the first exposure to consumers is movie trailers to attract movie interest [15]. Effectiveness of Indonesian movie trailers on Youtube as the basis of the decision to watch movies in theaters [18]. The effect of the effectiveness of movie trailers on Youtube on the decision to watch in movie theaters "Suzanna" [19].

Based on the results of respondents' answers obtained insignificant trailers, it was concluded that the national films offered have not been widely known by consumers through trailers. So, it can not contribute well in attracting the attention of the audience. to increase the interest of re-watching national films, then things that should be noticed by national film producers include taking clear and easy-to-understand pieces of player dialogue in the trailer, then the background must also match the scene that is being shown in the trailer.

Based on showing that Word of mouth does not significantly affect the interest of repurchase the film in theaters because the value $\text{sig} > 0.05$ then H2 is rejected. The value is obtained from the calculated result using SPSS 23. The respondent's profile was "the worst performing indicator" of a professional national film cast. While a good indicator of performance is that national films meet international standards, have watched national films and are satisfied, get information about the latest national films and easily get information about national films.

However, These results contradict with previous studies examining word of mouth. Word of Mouth has a positive and significant effect on decision-making [18]. Oktaviana also shows that electronic word of mouth influences the decision to watch movies [20]. WoM had a positive and significant effect on the decision to watch the film [21]. E-WoM had a positive and significant impact on decision-making [22]. E-WoM had a positive and significant effect on the purchase decision [23].

Based on the results of respondents' answers obtained insignificant word of mouth, it was concluded that the national film offered has not been widely known by consumers through word of mouth. So, it can not contribute well in attracting the attention of the audience. to increase the interest of re-watching national films, the things that should be noticed by national film producers include creating a buzz stating that the national film cast is professional, because it turns out that the results of the study are known that the audience is still not sure of the national film professional actor from the news received through the word of mouth.

Word-of-Mouth (WOM) for the film and cinema industry is better explained by critically commented films and film reviews and cinemas in reliable media. Nevertheless, consumer comments delivered through social media are also good enough to explain the WOM variable [24].

Based on the results of the significance test, it shows that. The quality of the film has a significant effect on the interest of repurchase the film in theaters because the value of $\text{sig} < 0.05$ then H3 is accepted. The value is obtained from the calculated result using SPSS 23. Based on respondents' results, the worst performing indicators are strong actors and strong support and easy-to-understand dialogue. While the best performance is an interesting and 800-strong or dotted film when it's screened, a talented film director and appropriate costumes, locations and effects.

These results are in line with previous studies examining the quality of films [14]. The effects of film trailers on shaping consumer expectations in the entertainment industry- a qualitative analysis with qualitative methods. shows that actors or movie stars are the biggest influencers on movie quality expectations in the interest of watching movies in theaters. Then there are other studies that have found that the quality of the film has a

positive and significant effect on viewing interests [25]. The quality of the product had a positive and significant impact on purchasing decisions [26]. The quality of the product has a positive and significant effect on buying interest[27][28][29]. The quality of the product had a positive and significant effect on the decision to watch at Cinema XXITunjunganPlaza 3 Surabaya[30].

This means that the quality of the film in the national film is able to influence the interest in repurchase intention of the national film itself and consumers also trust the reliability (interesting and 8000s-damaged films when screened), progress (talented film directors) and exotica (costumes, locations and appropriate effects) of national films.

However, the quality of the film did not have a positive effect and signed on to the decision to watch the film. which means contradicting with the results of the study [31]. This means there are some consumers also believing that the quality of national films should be improved. And the results of the research test found the actor's side and strong solidity and easy-to-understand dialogue were factors that had poor performance. And the way to draw attention to the interest in repurchase intentions of national films is that the national film's filming should focus on screening casting actors or actresses, reading scenarios (vocals, expressions, delusions) and execute: acting on the set so that the actor achieves the right character.

Based on the results of the significance test shows that the star of the film has a significant influence on the interest of repurchase the film in theaters because the value of $\text{sig} < 0.05$ then H_4 is accepted. The value is obtained from the calculated result using SPSS 23. Based on the respondent's result, the worst indicator of performance is the charm of the convincing movie star and the star's career in national cinema is getting better. Meanwhile, the best performance is that the movie star has a good reputation, the movie star has a charisma or character that can animate his role in the film and the movie star must have a lot of fans (popular).

These results are in line with previous studies examining movie stars. The film stars have a positive and significant influence on decision-making [16]. Then the celebrity endorsement had a positive and significant effect on purchasing decisions[21][25]. Furthermore, celebrity endorse and endorsements had a positive and significant effect on their interests or buying intentions [32][33].

This means that movie stars in national films are able to influence the repurchase intention of the national film itself and consumers believe that if the charm of a movie star and the career of a movie star is good then the interest in re-watching the national film will continue to increase. As a national film producer should realize that a star's charm to a movie is of great influence. The greater the charm (attraction) of a star, the greater one's interest in watching movies.

IX. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the results of research on The Influence of Trailers, Word of Mouth (WOM), Film Quality and Movie Stars on The Interest of Repurchase Intention of National Films in Jakarta (Audience: who have seen national movies domiciled in Jakarta, and use smartphones or use internet and social media), the following authors can conclude the observations that have been submitted in the previous chapter are as follows :

1. Based on the results of this study, inferred:
 - a) There is no significant influence between trailers on the repurchase intention of national films.
 - b) There is no significant influence between word of mouth and repurchase intention of national films.
 - c) There is a significant influence between the quality of the film on the interest of repurchase the national film.
 - d) There is a significant influence among movie stars on the interest in repurchase the national film.
 - e) There is a significant influence simultaneously between trailers, word of mouth, film quality and movie stars on the interest in repurchase intentions of national films.

2. Results of the study:

$Y = 9.187 + 0.114X_1 + 0.154X_2 + 0.168X_3 + 0.202X_4$, it can be concluded that the variable that has a more dominant influence is the movie star.

B. Suggestions

Based on the results of the research, the advice that can be given include:

- a) For further research, judging by the results of the R-Square test only gained 25.1% influence trailer, Word of Mouth, Movie Star Quality on the interest of re-watching the national film. Suggestions for future researchers who want to research can add variables that have not been used in this study. then can also look for other studies whose variables researchers have not used as discussion or discussion material.
- b) Practically speaking, the results of this study are expected to be an input for Indonesian film producers in paying more attention to the use of trailers, word of mouth, film quality and movie stars as a way of increasing the public's interest in watching national films.

Partially only the quality of the film and the movie star have a significant effect on the interest in repurchase the film nationwide. However, simultaneously the trailer, word of mouth, the quality of the film and the movie stars together have a significant effect on the interest of re-watching the film nationwide. Which means that trailers and word of mouth also have an influence on the interest of re-watching national movies if together with 2 other variables (movie quality and movie stars).

Here are the things that must be improved by Indonesian film producers, among others:

a) *Trailer:*

Having to pay attention to the hear side of the trailer is like the actor's voice from the pieces of the film scene and the music that takes a clear and easy-to-understand piece of dialogue and has a backsound that matches the scene being shown.

b) *Word of mouth:*

It created a buzz that stated that the national film cast is a professional, from the news that the audience receives through the word of mouth.

c) *Movie quality:*

Focus attention on casting actors or actresses, reading scenarios (vocals, expressions, delusions) and execute: acting on the set so that the actor achieves the right character! must realize that a star's charm to a movie is of great influence.

d) *Movie stars*

Selective in choosing a movie star because the greater the charm (attractiveness) of a star, the greater one's interest in watching movies. especially if added the career of the star is brilliant in national cinema.

REFERENCES

- [1]. Hasan, Ali, "Minat Beli Konsumen", Yogyakarta: Media Pressindo, 2018.
- [2]. Priansa, Junni, "Perilaku Konsumen dan Bisnis Kontemporer", Bandung: Alfabeta, 2017.
- [3]. Kotler, Philip and Kevin Lane Keller, "Marketing Management", Pearson Education, Inc, 15th Edition, 2016.
- [4]. Solomon, Michael, "Consumer Behavior: Buying, Having and Being", New Jersey: Prentice-Hall, 11th Edition, 2015.
- [5]. Gunawan, Heri, "Pendidikan Karakter Konsep dan Implementasi", Bandung: Alfabeta, 2017.
- [6]. Tjiptono, Fandy dan Anastasia Diana, "Pemasaran", Yogyakarta: Penerbit Andi, 2015.
- [7]. Hasan, Ali, "Marketing dari Mulut ke Mulut", Yogyakarta: Media Pressindo, 2018.
- [8]. Suwardi, Endraswara, "Metode, Teori, Teknik, Penelitian Kebudayaan: Ideologi, Epistemologi dan Aplikasi", Yogyakarta: Pustaka Widyatama, 2006.
- [9]. Lupiyoadi, Rambat, "Manajemen Pemasaran Jasa Berbasis Kompetensi", Jakarta: Salemba Empat, 2013.
- [10]. Ulumi, Bahrul, Yanis Rusli dan Sri Suhardini W, "Pemasaran Jasa Informasi Perpustakaan". Jakarta: Penerbit Universitas Terbuka, 2014.
- [11]. C. Mowen, John dan Michael Minor, "Perilaku Konsumen", Jakarta: Erlangga, 2002.
- [12]. Kotler, Philip dan Armstrong, Gary, "Principles of marketing", Jakarta: Erlangga, 12th Edition, Jilid 1 Terjemahan Bob Sabran, 2002.
- [13]. Nafi, Qoyyimah. "Analisis Semiotik Pada Film Beauty and The Beast." PhD Diss., Perpustakaan, 2018.
- [14]. Shimp, T. A, "Advertising promotion, and other aspects of integrated marketing communications", South Western: Colleger Publication (8th Edition), 2010.
- [15]. Rini, Endang Sulistyana & Astuti, Dina Widya, "Pengaruh Agnes Monica sebagai Celebrity Endorser terhadap Pembentukan Brand Image Honda Vario", BISMA: Jurnal Bisnis dan Manajemen, [S.l.], v. 6, n. 1, jan. 2012.
- [16]. Hair, Jr et.al, "Multivariate Data Analysis (7th ed)", United States: Pearson, 2010.
- [17]. Haw, Wei Yi, Eileen Ho, Yee Ling Lim, and Jia Wen Wong. "The effect of trailer, critic review, star power and word of mouth toward decision making on movie consumption." PhD diss., UTAR, 2013.
- [18]. Prasetya, Hendra Boy, "Efektivitas Trailer Film Indonesia di Youtube sebagai dasar keputusan menonton film di bioskop (studikusus pada Mahasiswa ILMU Komunikasi angkatan 2012)", Jakarta: Skripsi, 2016.
- [19]. Pratama, Andi, Andy Alfatih, and Oemar Madri Bafadhal. "Pengaruh Efektivitas Trailer Film di Youtube Terhadap Keputusan Menonton ke Bioskop Film "Suzzanna (2018)" di Kalangan Mahasiswa Ilmu Komunikasi Fisip Universitas Sriwijaya." PhD diss., Sriwijaya University, 2019.
- [20]. Oktaviana, Erina. "Pengaruh Experiential Marketing, Periklanan, dan Electronic Word of Mouth Terhadap Keputusan Menonton Film Indonesia di Bioskop (Studi Kasus Pada Mahasiswa Universitas Mercu Buana)." PhD diss., Universitas Mercu Buana Jakarta, 2018.
- [21]. Hasanah, Karuniawati. "Pengaruh Celebrity's Endorsement dan Word of Mouth Terhadap Keputusan Menonton Film Nasional (Studi Kasus Pada Penonton Bioskop Nsc Sun City Mall Madiun)." Fokus Ekonomi: Jurnal Ilmiah Ekonomi 12, no. 1 (2017): 99-116.
- [22]. Damerianta, Sahni, and Mujiyana Mujiyana. "Pengaruh Penerapan Periklanan di Internet dan Pemasaran Melalui E-Mail terhadap Pemrosesan Informasi dan Keputusan Pembelian oleh Konsumen." In Seminar Nasional Aplikasi Teknologi Informasi (SNATI). 2009.
- [23]. Priansa, Donni Juni. "Pengaruh e-wom dan persepsi nilai terhadap keputusan konsumen untuk berbelanja online di Lazada." Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis 4, no. 1 (2016): 117-124.
- [24]. Mulia, Dipa & Shihab, M. Saggaff, "Strategy to Maintain the Cinema Industry in the Middle of Development of Internet Technology". Jurnal Manajemen/ Volume XXIV, No. 01, February 2020: 124-138, 2020.
- [25]. Mardiasika, Ema, and Ibnu WIDIYANTO. "Analisis Pengaruh Kualitas Layanan, Kualitas Film, Efek Komunitas dan Persepsi Harga Terhadap Sikap Menonton dan Implikasinya Terhadap Minat Menonton (Studi Kasus Pada Penonton Bioskop Entertainment Plaza Semarang Mahasiswa Fakultas Ekonomika dan Bisnis UNIP

- Semarang)." PhD diss., FakultasEkonomika dan Bisnis, 2012.
- [26]. Stefani, Selfi. "AnalisisPengaruhIklanTelevisi, Celebrity Endorser, KualitasProduk dan Citra Merekterhadap Keputusan Pembelian pada ProdukKosmetikBerlabel "Wardah" (StudiKasus pada Mahasiswa UIN SyarifHidayatullah Jakarta)." (2013).
- [27]. R, Ayu FitrianaNurahma, R. "PerananKepuasanPelanggandalamMemediasiPengaruhKualitasProduk dan KualitasLayananTerhadapMinatPembelianUlangProduk dan Jasa Larissa Skin Care di Jember.", 2016.
- [28]. Sulistyari, IkanitaNovirina, and Yoestini. "Analisispengaruhcitra merek, kualitasproduk, dan hargaterhadapminatbeliprodukori flame (studikasumahasiswiFakultasEkonomika dan BisnisJurusanManajemen Universitas Diponegoro Semarang)." PhD diss., FakultasEkonomika dan Bisnis, 2012.
- [29]. Fichha Mega Rahmania. "PengaruhKualitasProduk Dan Daya Tarik IklanTerhadapMinatBeli Vaseline Healthy White Insta Fair." Jurnal Pendidikan Tata Niaga (JPTN) 3, no. 1 (2015).
- [30]. Puspitalia, Nanda. "PengaruhKualitasPelayanan, Harga, Lokasi dan KualitasProdukterhadap Keputusan Menonton di Cinema XxiTunjungan Plaza 3 Surabaya." Phd Diss., Stiesia Surabaya, 2018.
- [31]. Rusti, Dinnirwan. "Pengaruh Gaya Hidup, Kualitas Film, Daya Tarik Iklan, Dan Word of Mouth terhadap Keputusan KonsumendalamMenonton Film Nasional." JurnalManajemen Update 6, no. 4. 2018
- [32]. Widjaja, Anastasia Andrea. "The Impact of L'Oréal Paris Fall Repair's Celebrity Endorsement towards Consumer Purchase Intention with Brand Image as a Mediating Variable." iBuss Management 3, no. 2 (2015).
- [33]. Alvida, "Pengaruh Celebrity Endorser Dan InovasiProdukTerhadapNiatBeliProdukWardah (Studi pada Pengunjung stand WardahMatahariDepartement Store Tunjungan Plaza Surabaya)", 2016, Vol 4.No 3. 1–8.