



## The Impact of Generation Z'S Perception, Buying Interest, and Social Media Towards Purchase Decision in Cinema XXI Ticket Sales Over the Years

Cecilia Endra<sup>1\*</sup>, Felicia Angelina Tanton<sup>2</sup>, Jerica Alverina<sup>3</sup>, Putri Nadia Vanessa<sup>4</sup>, Veriessa<sup>5</sup>

Universitas Pelita Harapan

**Corresponding Author:** Cecilia Endra [cecilia@gmail.com](mailto:cecilia@gmail.com)

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### ABSTRACT

The abstract of "The Impact of Generation Z's Perception, Buying Interest, and Social Media Towards Purchase Decision in Cinema XXI Ticket Sales Over the Years" provides an overview of a study that explores the relationships between Generation Z's perception, buying interest, social media engagement, and their purchase decisions regarding Cinema XXI ticket sales. Through a quantitative research approach, data was collected using surveys distributed among Generation Z individuals. The study employed validated scales to assess Generation Z's perception of the cinema, their buying interest, social media usage patterns, and how these factors influence their decisions to purchase Cinema XXI tickets. Statistical techniques, including regression analysis, were employed to analyze the data and determine the impact of these factors on purchase decisions. Ethical considerations were upheld in the research process. The findings contribute to a deeper understanding of Generation Z's behavior in relation to cinema ticket purchases, although potential limitations stem from the representativeness of the sample and self-reported data. Nevertheless, the study offers valuable insights for Cinema XXI's marketing strategies and audience engagement efforts

## **INTRODUCTION**

Over the years, the emergence of technology development has been increasing rapidly which influence people's daily activities from ease of transaction to fast delivery of digital information. Within the fast-changing environment, various industries have no choice but to adapt this digital innovation in their business as it provides benefits which have been used within various sectors like financial and transportation, it has been increasingly becoming more efficient as each of the business implement and upgrade digital technology according to their own strategy in order to catch up with today's generation's mind of efficiency in time and usability.

According to Dagostino, A (2020), These people who were born between 1997 and 2012 are referred to be members of Generation Z, and there are numerous characteristics that set this generation apart from others. The biggest contributing aspect is that they are the first generation to have grown up with internet and digital technology access, which has changed how they interact with their surroundings. This dependence on technology can help them to develop an instinct for digital authenticity and survive through the technology world. However, with these benefits that technological advancement brings, it's undoubtedly that there is no disadvantage to this favorable situation as within today's generation whose skills are comparable to the advanced technology, people can search ways to provide an alternative to their current problem that existed within the digital environment. One of the sectors that adapt through digital technology are the film and cinema industry as they are one of the sectors that always tried to fulfill their customer demand. In this study we will use Cinema XXI as an example. So, the largest cinema group in Indonesia, PT Nusantara Sejahtera Raya, is the sponsor of Cinema XXI, which was established in 1987. With more than 35 years of expertise in the entertainment sector, they are dedicated to giving Indonesians the finest watching convenience and pleasure. They created m-tix to enable online movie ticket purchase as one of their technical achievements, and in 2012 they unveiled an immersive viewing experience called IMAX theater. The newest "Dolby Atmos" audio system is also available in the theater to better serve the audience. (Cinema XXI, 2020). However, even though Cinema XXI has adapted through advancement, it cannot stop the emergence of COVID-19 which forces the business to close down, and people become more dependent on technology as they are stuck at home, as a result, in order to watch the launched movie, people have searched ways for entertainment through another source. Because of this, many people choose to watch via the web and applications instead of spending money to watch in cinemas. Because of this problem there could be a decrease in ticket sales at cinema XXI.

Year	Total of Buyers
2019	29.646.453
2020	12.059.127
2021	2.457.456

Figure 1. Number of Ticket Sales in Cinema from 2019 to 2020 Decrease Because of Pandemic

Source: Filmindonesia.or.id from Netray (2020)

Based on the results of Cinema Ticket Sales Data, "Cinema Ticket Sales have decreased from 2019 to 2020 by 60% and from 2019 to 2020 by 80% due to the pandemic," according to filmindonesia.or.id in Netray (2020). From the table above it can be seen that the distance in percentage of ticket sales for 2019-2020 has decreased significantly, where the data obtained from cinemas has decreased from 29,646,453 in 2019 to 12,059,127 in 2020 to 2,457,456 in 2020 due to the pandemic various regions had to carry out quarantine so that business was disrupted and limited. In addition, there are web applications that already provide various kinds of films, so you don't need to watch them in theaters. This can cause cinemas to experience a decrease in ticket sales and revenue from the web for online viewing of 411 dollars million in 2020 with a user penetration of 16 % in 2020 and is expected to rise to 20% in 2020 based on Kominfo, P (2020). Based on the explanations mentioned above, the main objective of the research is to:

1. To identify whether perception has effects towards purchase decision in cinema XXI ticket sales.
2. To identify whether buying interest has effects towards purchase decision in cinema XXI ticket sales.
3. To identify whether social media has effects towards purchase decision in cinema XXI ticket sales.
4. To identify whether perception, buying interest and social media have simultaneous effect towards purchase decision of cinema XXI ticket sales.

## LITERATURE REVIEW

### Hospitality Industry

According to Damarjadi in Candrasa, L (2020) The tourism industry is a collection of many economic sectors that work together to provide goods and services, or services that visitors will either directly or indirectly need. According to UNWTO in Lukito & Laksono, E (2020) Travel agencies and other reservation services, passenger transportation, tourist accommodations, food and beverage service, entertainment, sports, and cultural events. The tourism industry, it might be said, is a collection of economic sectors that create the goods, services, activities, and lodging that tourists require.b

According to Spillane in Muhammad & Arianti, F (2014) There are 5 elements that influence a tourism industry, namely: attractiveness, necessary facilities, infrastructure, transportation, and hospitality.

### **Cinema**

According to Wibowo in Anggara, & Hirzi (2020), film is a vehicle for expressing multiple messages to people through a media tale. Susanto in Rakhman, & Nugroho (2020) Film is a combination of efforts to express messages through moving images, the use of camera technology, color, and sound. According to Irawanto in Anggara & Hirzi (2020), messages in films are frequently delivered surreptitiously and have impact over the audience. Based on the explanation above, film works as a bridge between the director and the viewer. Films captured by cameras that provide dynamic, vibrant sights and sounds that fill the frame frequently have hidden messages that move viewers.

### **Ticket Sales**

According to Sadeli in Kadir (2018), buying and selling is the act of trading commodities or services for money by persuading others to want the things supplied for the benefit and satisfaction of both parties. According to Mulyadi in Supramono (2015), sales are activities performed by sellers in order to profit from the sale of goods or services. According to Elhamy in Suparman (2018), sales is a process in which the seller guarantees, activates, and satisfies the buyer in order to achieve profit and sustainability for both the seller and the consumer. It can be concluded that the process of selling and buying tickets includes interactions between buyers and sellers that aim to benefit both sides. Sellers give their goods or services with the intention of earning profits from the deal while the buyer is satisfied with his purchase.

### **Purchase Decision**

According to Tjiptono in Kumbara (2020) purchasing decision is actions that are directly involved in obtaining, determining products and services, including decision-making processes. According to Schiffman and Kanuk in Septiano & Sari (2020) purchasing decision is the selection of two or more alternative purchase choices to decide product. Meanwhile, Kotler and Armstrong in Kumbara (2020) said purchasing decisions are buyers' decisions in which brand to buy. The conclusion is that while selecting a product customer choose based on their own personal needs, which influences the buying decision. This behavior is a consumer action in making decisions to acquire the appropriate product.

According to Kotler & Keller in Aisyah et al. (2020) the indicators are:

- a. Stability in Service: A stable positive service experience shows the outstanding quality of our products will make the buyers comeback.
- b. Convenience and Accessibility: How easily can the customers get our product in order to influence the buyer's decision.
- c. Recommendations: where our buyers sharing the information to others about our product or service.

### **Perception**

According to Indrajaya in Ramadhan & Ui, n.d. (1999), Perception is the method which a person uses, experiences, analyzes in his mind all that occurs in his surroundings. According to Robins in Ramadhan & Ui, n.d. (1999), Perception

is a method which people arrange and interpret their sensory perceptions in order to offer context to their surroundings. According to Thoha in Ramadhan & Ui, n.d. (1999), Perception is a cognitive process everyone has while trying to grasp from their environment, whether through sight, sound, sensation, or smell. The conclusion is Perception is a cognitive process in which a person organizes differences in sensory impressions of their environment through sight, hearing, feeling, and smell.

According to Crutchfield in Shambodo (2020) There are 3 factors that can influence perception, namely: functional factors, personal factors, and situational factors. According to Rustandi in Wardhani, et al (2016), factors of consumer perceptions of residential purchasing decisions include location, product, price and how to pay, promotions and facility.

According to Petrik in Eid, R (2013), perception indicator includes:

- a. Pricing: Customer will perceive on a product based on their price range on the market, having attractive price among the market will attract customers.
- b. History and Reputation: How customers view our product quality from reviews among other consumers in the market, a positive standing among the market will increase the chance of being attractive to customers
- c. Service Quality: How customer experience on service quality will affect their perception on our overall product and company
- d. Trust: How customer trust on the market will affect their perception toward a product or the company

### **Buying Interest**

According to Kotler and Keller (2009), The buying interest is the desire of consumers to make purchases in response to that object. According to Durianto and Liana (2004), Buying interest is a consumer measure to buy a certain product within a specific time frame. As a result, it can be defined as a mental attitude related to several products from a certain brand that consumers consider. According to Kotler in Annisa (2017), buying interest develops after being stimulated by the viewed product, followed by an interest in testing the product then desire to own it. The above conclusion is that buying interest depends on the desires of consumers in terms of choosing a brand and interest in a product. Several factors shape consumer buying interest Kotler and Keller (2009), namely attitude of others and unanticipated situational factors. Swastha and Irawan (2012) suggested the factors that influence buying interest are related to feelings and emotions, if someone feels satisfied in purchasing the product then it will strengthen the intention to buy. According to Kotler in Tjiptono & Diana (2005), there are several strategies that can be used to measure buying interest consumers, namely ghost shopping, complaint, and suggestion system.

According to Suwandari in Suryana (2018) the indicator of buying interest is:

- a. Attention: It is the product offered by the manufacturer that must attract the attention of potential consumers.
- b. Interest: It is the product offered by the manufacturer that must attract the interest of potential consumers.
- c. Satisfaction: Consumers are satisfied in using the products offered by manufacturers.

## Social Media

Social media said by Mayfield in Ramsunder, M. (2011), an electronic media that involves openness, communication between communities, connecting with other people through online usage. In today's generation, social media is a strong network place for business to strengthen their brand, promote products and direct communication with customers said by Forbes (2013). According to Kang, J & Kim J (2017), Through social media, brands can affect customer choice, customers can influence each other buying decision based on trust over information which can affect to business future earnings and long-term sustainability. The conclusion is that social media is a strong media network in today's generation, people use it as a platform to connect and share information, through this ability, business has used social media as a place to expand business and customers use it to gain more information and influence others.

According to Fazith, M (2020), social media indicator:

- a. Product Marketing / Ads: How we build our marketing strategy is important to help customer notices our product, which will increase visibility in their mind to help them gain recognition over our product brand.
- b. Personalization: How a brand offers personalized experiences for customers to engage with them through social media.
- c. Social Proof: Reviews, comments and social media posts are highly important in gaining customer trust especially it will affect customers who believe product and service reviewed by friends or influencers.

## Research Framework

This research framework explains Gen Z perception, buying interest, and social media as an independent variable that affect purchase decision of the cinema as a dependent variable.

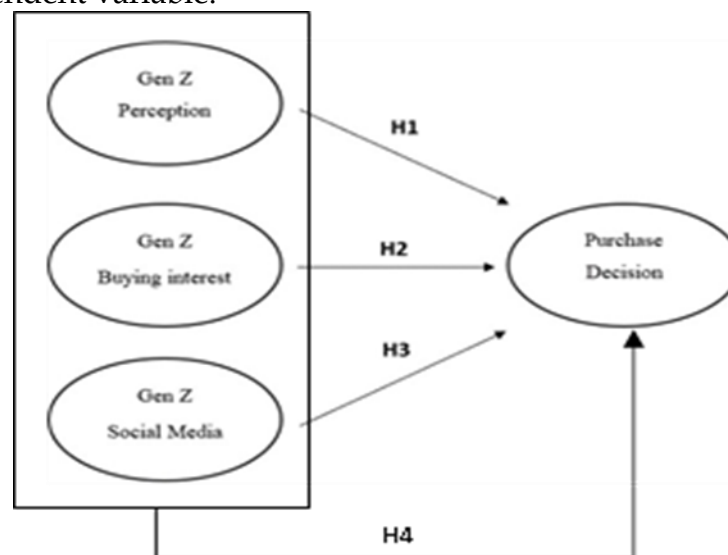


Figure 2. Research Framework

## Hypothesis

On the basis of the theory offered in the literature study, the hypothesis may be phrased as follows:

- H01: Generation Z's perception has no effect towards purchase decision in cinema XXI ticket sales over the years.

- Ha1: Generation Z's perception has an effect towards purchase decision in cinema XXI ticket sales over the years.
- H02: Generation Z's buying interest has no effect towards purchase decision in cinema XXI ticket sales over the years.
- Ha2: Generation Z's buying interest has an effect towards purchase decision in cinema XXI ticket sales over the years.
- H03: Generation Z's social media has no effect towards purchase decision in cinema XXI ticket sales over the years.
- Ha3: Generation Z's social media has an effect towards purchase decision in cinema XXI ticket sales over the years.
- H04: Generation Z's perception, buying interest and social media simultaneously have no effect towards purchase decision in cinema XXI ticket sales over the years.
- Ha4: Generation Z's perception, buying interest and social media simultaneously have an effect towards purchase decision in cinema XXI ticket sales over the years.

## **METHODOLOGY**

In this research, the writer uses causal research. According to Sugiyono in STIE Indonesia (2017), Causal design is a causal relationship, so it can be interpreted that in this study there are independent variables (variables that influence) and dependent variables (variables that are influenced). The used of causal research to determine the relationship between independent variables (perception, buying interest, and social media) with dependent variable (purchase decision) and then with the quantitative research will do the statistical test to obtain the hypothesis answer.

Descriptive research is also used in this research where according to Koentjaraningrat in Zellatifanny, C & Mudjiyanto, B (2018), said that descriptive research aims to accurately describe the characteristics of an individual, condition, or frequency of a certain relationship between a symptom and other symptoms in society.

## **RESULT**

Cinema XXI was founded on August 21, 1987 by Sudwikatmono, Benny Suherman, and Harris Lesmana. The first Cinema XXI location was on Jalan MH Thamrin Kav21 in Central Jakarta. Cinema XXI expanded rapidly in the following years, opening cinemas in several major cities and even overseas, including Singapore, Malaysia, Thailand, Brunei, and the Philippines. With more than 200 screens, Cinema XXI had become Indonesia's largest cinema by the early 2000s.

Cinema XXI introduced a new innovation, "m-Tix," for online cinema ticket sales in 2006. This was a significant breakthrough in the Indonesian film industry, and it contributed to the increased popularity of Cinema XXI. With over 35 years of experience in the entertainment sector, Cinema XXI is dedicated to providing the greatest viewing experience for the public. As of March 2020, Cinema XXI had exhibited 1235 screens in 230 theater venues scattered

throughout 71 cities in Indonesia, with the goal of reaching 2000 screens in the next five years.

Innovating new technologies and ideas into the market, Cinema XXI has been a leader in the Indonesian film business. In order to better serve customers, Cinema XXI offers a theater with the newest "Dolby Atmos" audio system, which is currently available on 62 Cinema XXI screens. In 2012, Cinema XXI launched its first IMAX Theater. This represented a significant advancement for the Indonesian film industry and served to elevate the bar for films produced there. In the Indonesian film business, Cinema XXI has also made significant investments. Many successful movies, including "Laskar Pelangi" (2008) and "Ayat- Ayat Cinta" (2008), have been produced and released by the firm. These movies have assisted in introducing Indonesian cinema to a broader audience both at home and abroad.

In conclusion, Cinema XXI has significantly contributed to the growth of the Indonesian film industry. The business has been a market innovator when it comes to new ideas and concepts, and it has also made significant investments in the Indonesian cinema sector. Due to these efforts, Cinema XXI has grown to be the largest theater chain in Indonesia and is in a good position to do so going forward.

### **Vision and Mission**

The following is the vision and mission of Cinema XXI:

- Vision: To be Indonesia's top and most desirable theater chain, providing audiences with the best movie viewing experience possible.
- Mission:
  1. To improve the quality of the Indonesian film industry
  2. To offer the greatest and highest quality films
  3. To provide cinema audiences with entertainment in the form of a diverse selection of entertaining and high-quality films.

### **Organizational Structure**

#### **Cinema XXI**

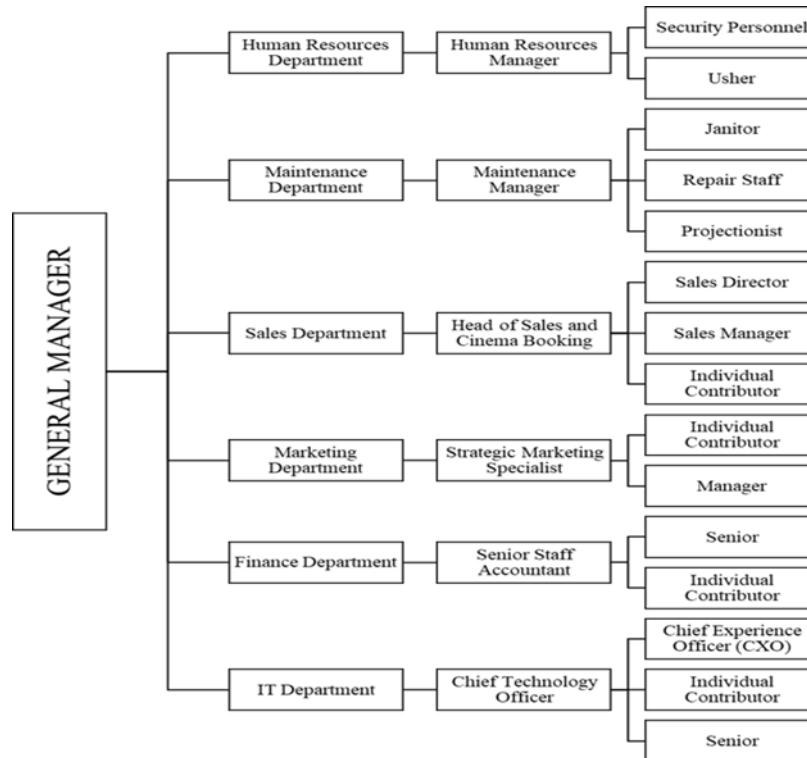


Figure 3. Organizational Structure of Cinema XXI Source: Prepared by the Writer (Rocket Reach 2020)

From the organizational structure above, the definition of job description for each position is as follows:

- a. General Manager
- b. Maintenance Manager
- c. Head of Sales and Cinema Booking
- d. Strategic Marketing Specialist
- e. Senior Staff Accountant
- f. Chief Technology Officer

**Validity Test**

Table 1. Validity Test of Perception ( $X_1$ )

Variable	No	<i>Tcount</i>	<i>Ttable</i>	Criteria	Result	Status
Perception ( $X_1$ )	Q1	0,823	0,361	$rcount > rtable$	Valid	Very Good
	Q2	0,849				Extraordinary
	Q3	0,670				Can be accepted
	Q4	0,749				Good

Source: Prepared by Writer (SPSS, 2020)

Based on the table above, it can be concluded that all questions for measuring perception ( $X_1$ ) is qualifiedly valid because *rcount* is greater than *rtable*.

Moreover, the result of validity test for buying interest (  $X_2$  ) as the independent variable is elaborated below:

Table 2. Validity Test of Buying Interest ( $X_2$ )

Variable	No	Tcount	Ttable	Criteria	Result	Status
Buying Interest ( $X_2$ )	Q1	0,793	0,361	$r_{count} > r_{table}$	Valid	Very Good
	Q2	0,732				Good
	Q3	0,743				Good
	Q4	0,865				Extraordinary
	Q5	0,644				Can be accepted

Source: Prepared by Writer (SPSS, 2020)

Based on the table above, it can be concluded that all questions for measuring buying interest ( $X_2$ ) is qualifiedly valid because  $r_{count}$  is greater than  $r_{table}$ .

Moreover, the result of validity test for social media (  $X_3$  ) as the independent variable is elaborated below:

Table 3. Validity Test of Social Media ( $X_3$ )

Variable	No	Tcount	Ttable	Criteria	Result	Status
Social Media ( $X_3$ )	Q1	0,637	0,361	$r_{count} > r_{table}$	Valid	Can be accepted
	Q2	0,651				Can be accepted
	Q3	0,707				Good
	Q4	0,725				Good
	Q5	0,712				Good

Source: Prepared by Writer (SPSS, 2020)

Based on the table above, it can be concluded that all questions for measuring social media ( $X_3$ ) is qualifiedly valid because  $r_{count}$  is greater than  $r_{table}$ .

Moreover, the result of validity test for purchasing decision (  $Y$  ) as the dependent variable is elaborated below:

Table 4. Validity Test of Purchase Decision ( $Y$ )

Variable	No	Tcount	Ttable	Criteria	Result	Status
Purchase Decision ( $Y$ )	Q1	0,774	0,361	$r_{count} > r_{table}$	Valid	Good
	Q2	0,728				Good
	Q3	0,812				Very Good
	Q4	0,851				Extraordinary

Source: Prepared by Writer (SPSS, 2020)

Based on the table above, it can be concluded that all questions for measuring purchase decision (  $Y$  ) is qualifiedly valid because  $r_{count}$  is greater than  $r_{table}$ .

### Reliability Test

Table 5. Reliability Test of Perception (X1), Buying Interest (X2), Social Media (X3), and Purchase Decision (Y)

Variable	Cronbach's Alpha	Criteria	Result	Status
Perception (X <sub>1</sub> )	0,777	Cronbach's Alpha > 0,6	Reliable	Strong
Buying Interest (X <sub>2</sub> )	0,800			Very Strong
Social Media (X <sub>3</sub> )	0,713			Strong
Purchase Decision (Y)	0,796			Strong

Source: Prepared by Writer (SPSS, 2020)

Based on the table above, it can be concluded that all questions to measure all variables, namely Perception (X<sub>1</sub>), Buying Interest (X<sub>2</sub>), Social Media (X<sub>3</sub>), and Purchase Decision (Y) are qualifiedly reliable because the value of Cronbach's Alpha is greater than 0,6.

#### Respondents Characteristics

Table 6. Number of Respondents According to Gender, Age, Occupation and Income

Characteristic	Category	Frequency	Percentage	Cumulative Percentage
Gender	Male	37	36.6	36.6
	Female	64	63.4	100
<b>Total</b>		<b>101</b>	<b>100</b>	
Age	10 - 15 years old	5	5	5
	16 - 20 years old	36	35.6	40.6
	21 - 26 years old	60	59.4	100
<b>Total</b>		<b>101</b>	<b>100</b>	
Occupation	Student	62	61.4	61.4
	Employee	28	27.7	89.1
	Entrepreneur	2	2	91.1
	Freelancer (Self-Employed)	9	8.9	100
<b>Total</b>		<b>101</b>	<b>100</b>	
Income	< Rp 1.000.000	35	34.7	34.7
	Rp 1.000.000 - Rp 2.000.000	17	16.8	51.5
	Rp 2.001.000 - Rp 3.000.000	13	12.9	64.4
	Rp 3.001.000 - Rp 4.000.000	17	16.8	81.2
	Rp 4.001.000 - Rp 5.000.000	7	6.9	88.1
	> Rp 5.000.000	12	11.9	100
<b>Total</b>		<b>101</b>	<b>99.9</b>	

#### Explanation of Respondent's Answer on Research Variable ]

The research results based on the questionnaire for perception (X<sub>1</sub>), buying interest (X<sub>2</sub>), social media (X<sub>3</sub>), and purchase decision (Y) using Likert Scale that was distributed to each of the respondents are shown in the table below.

**Perception (P)**

Table 7. Data of Respondents Answer in Perception Variable

Indicator	Number	Question	Mean	Standard Deviation	Category
Reputation & Trust	P1	Our reputation can affect your level of trust in buying tickets for Cinema XXI.	4.25	0.793	Agree
Price	P2	Ticket prices are one of your indicators when buying tickets at Cinema XXI.	4.30	0.715	Agree
Service Quality	P3	The quality of Cinema XXI's service influences your decision to buy our tickets.	4.50	0.642	Agree
History	P4	Your previous level of visits influences your decision to purchase tickets.	4.27	0.691	Agree
Average mean			4.33		Agree

From the observed table of 4.7, the mean for each statement for Perception variables consists of: P1 with 4.25, P2 with 4.30, P3 with 4.50, P4 with 4.27. The category defines as agree appears on every statement. The representative for Perception can be found in the highest mean value is in P3 where it's 4.5 meaning the quality of Cinema XXI's service gives the highest influence over the customer's decision to buy tickets. The average mean for all perception statements is 4.33, which proved that Cinema XXI's reputation, ticket prices, quality of their services and precious levels of visits affect customers' perception when it comes to their purchase decision. The standard deviation is said by Santoso (2020) to be low when value is lower than average mean which said that the data is homogeneous as most respondents have similar answers to their perception statement.

**Buying Interest (BI)**

Table 8. Data of Respondents Answer in Buying Interest Variable

Indicator	Number	Question	Mean	Standard Deviation	Category
Attention	BI1	Cinema XXI provides good service, facilities and comfort, so you prefer this cinema.	4.28	0.618	Agree
	BI2	The choice of movie schedules and locations they provide makes you choose Cinema XXI.	4.26	0.716	Agree
Interest	BI3	Cinema XXI provides attractive promos or offers for you to buy its products.	4.02	0.800	Agree
Satisfaction	BI4	You are satisfied with the products and services offered by Cinema XXI	4.16	0.703	Agree
	BI5	The cleanliness of the facilities at Cinema XXI provides comfort for you.	4.40	0.679	Agree
Average mean			4.22		Agree

From the observed table of 4.8, the mean for each statement for Buying Interest variables consists of: BI1 with 4.28, BI2 with 4.26, BI3 with 4.02, BI4 with 4.16 and BI5 with 4.40. The category defines as agree appears on every statement. The representative for Buying Interest can be found in the highest mean value is in BI5 where it's 4.40 meaning the cleanliness of facilities in Cinema XXI's provides comfort which gives the highest influence over the customer's decision to buy tickets. The average mean for all buying interest statements is 4.22, which proved that Cinema XXI's good services and clean facilities, choices of movie schedules and location, attractive promotions and comfort affect customers' buying interest when it comes to their purchase decision. The standard deviation is said by Santoso (2020) to be low when value is lower than average mean which said that the data is homogeneous as most respondents have similar answers to their buying interest statement.

**Social Media (SM)**

Table 9. Data of Respondents Answer in Social Media Variable

Indicator	Number	Question	Mean	Standard Deviation	Category
Product Marketing	SM1	Positive reviews from online comments about the movie affects your decision to buy cinema ticket	4.24	0.709	Agree
	SM2	Influencer review on social media affects your perspective on purchasing the movie	3.94	0.772	Agree
Personalization	SM3	Cinema XXI's personalized experience through social media increases your engagement with them	3.86	0.749	Agree
Social Proof	SM4	Cinema XXI's movie advertisement always attracts your attention	3.93	0.752	Agree
	SM5	Teasers for upcoming movies increase your intention to buy	4.43	0.606	Agree
Average mean			3.91		Agree

From the observed table of 4.9, the mean for each statement for social media consists of: SM1 with 4.24, SM2 with 3.94, SM3 with 3.86, SM4 with 3.93 and SM5 with 4.43. The category defines as agree appears on every statement. The representative for social media can be found in the highest mean value is in SM5 where it's 4.43 meaning the teasers of upcoming movies in Cinema XXI's increase their intention to buy which gives the highest influence over the customer's decision to buy tickets. The average mean for all social media statements is 3.91, which proved that Cinema XXI's positive reviews from online comments and influencers, personalized experience and their movie advertisement and teasers affect through customers' social media when it comes to their purchase decision. The standard deviation is said by Santoso (2020) to be low when value is lower than average mean which said that the data is homogeneous as most respondents have similar answers to their social media statement.

**Purchase Decision (PD)**

Table 10. Data of Respondents Answer in Purchase Decision Variable

Indicator	Number	Question	Mean	Standard Deviation	Category
Accessibility	PD1	Easy accessibility of purchasing tickets online makes it convenient to watch at Cinema XXI	4.45	0.640	Agree
Convenience	PD2	The location of the cinema affects your intention to buy a ticket to watch	4.36	0.657	Agree
Stability in Service	PD3	Cinema XXI is always stable in providing best guest experience through their product and services	4.16	0.659	Agree
Recommendation	PD4	You will give recommendations of the movie to other people if it meets your expectation	4.53	0.576	Agree
Average mean			4.36		Agree

From the observed table of 5.0, the mean for each statement for Purchase Decision variables consists of: PD1 with 4.45, PD2 with 4.36, PD3 with 4.16, PD4 with 4.53. The category defines as agree appears on every statement. The representative for Purchase Decision can be found in the highest mean value is in PD4 where it's 4.53 meaning when the movie meets their expectation, they will recommend it to others which gives the highest influence over the customer's decision to buy tickets. The average mean for all purchase decision statements is 4.36, which proved that Cinema XXI's easy accessibility, location, stable in service and people recommendation affect customers' purchase decision. The standard deviation is said by Santoso (2020) to be low when value is lower than average mean which said that the data is homogeneous as most respondents have similar answers to their purchase decision statement.

**a. Mean, Median, Mode, Variance, and Standard Deviation on Perception Variable (X1)**

Table 11. Mean, Median, Mode, Variance, and Standard Deviation on Perception Variable (X1)

		X1_Q1	X1_Q2	X1_Q3	X1_Q4
N	Valid	101	101	101	101
	Missing	0	0	0	0
Mean		4.25	4.30	4.50	4.27
Median		4.00	4.00	5.00	4.00
Mode		5	5	5	4
Std. Deviation		.793	.715	.642	.691
Variance		.628	.511	.412	.478
Sum		429	434	455	431

**b. Mean, Median, Mode, Variance, and Standard Deviation on Buying Interest Variable (X2)**

Table 12. Mean, Median, Mode, Variance, and Standard Deviation on Buying Interest Variable (X2)

		Statistics				
		X2_Q1	X2_Q2	X2_Q3	X2_Q4	X2_Q5
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0
Mean		4.28	4.26	4.02	4.16	4.40
Median		4.00	4.00	4.00	4.00	5.00
Mode		4	4	4	4	5
Std. Deviation		.618	.716	.800	.703	.679
Variance		.382	.513	.640	.495	.462
Sum		432	430	406	420	444

**c. Mean, Median, Mode, Variance, and Standard Deviation on Social Media Variable (X3)**

Table 13. Mean, Median, Mode, Variance, and Standard Deviation on Social Media Variable (X3)

		Statistics				
		X3_Q1	X3_Q2	X3_Q3	X3_Q4	X3_Q5
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0
Mean		4.24	3.94	3.86	3.93	4.43
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	5
Std. Deviation		.709	.772	.749	.752	.606
Variance		.503	.596	.561	.565	.367
Sum		428	398	390	397	447

**d. Mean, Median, Mode, Variance, and Standard Deviation on Purchase Decision variable (Y1)**

Table 14. Mean, Median, Mode, Variance, and Standard Deviation on Purchase Decision Variable (Y1)

		Statistics				
		Y1.1	Y1.2	Y1.3	Y1.4	Total Y1
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0
Mean		4.45	4.36	4.16	4.53	17.50
Median		5.00	4.00	4.00	5.00	17.00
Mode		5	5	4	5	16
Std. Deviation		.640	.657	.659	.576	1.869
Variance		.410	.432	.435	.331	3.492
Sum		449	440	420	458	1767

**Classical Assumption**

**Test Normality Test**

In this study, the writer will use a normality test to know if the sample used was distributed normally or not through the analysis of histogram, normal p-plot and Kolmogorov Smirnov test using SPSS program.

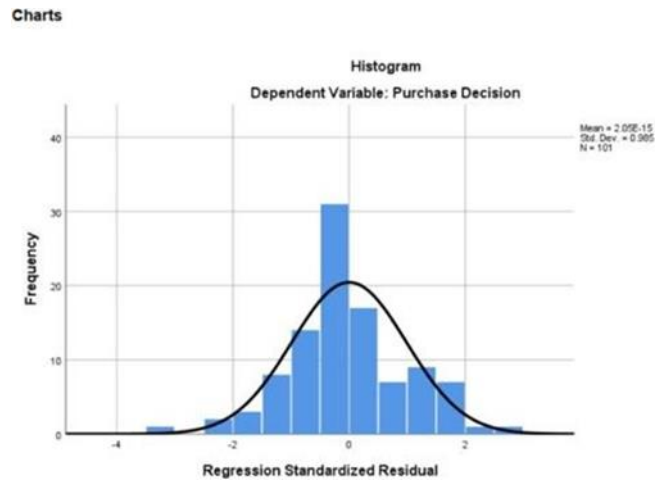


Figure 8. Histogram of Normality Test Source: Prepared by the Writer (SPSS, 2020)

Based on the figure above, it shows that the data is in symmetrical bell shaped is positioned in the middle and don't tilt to left or right which can be concluded that the data result has a normal distribution.

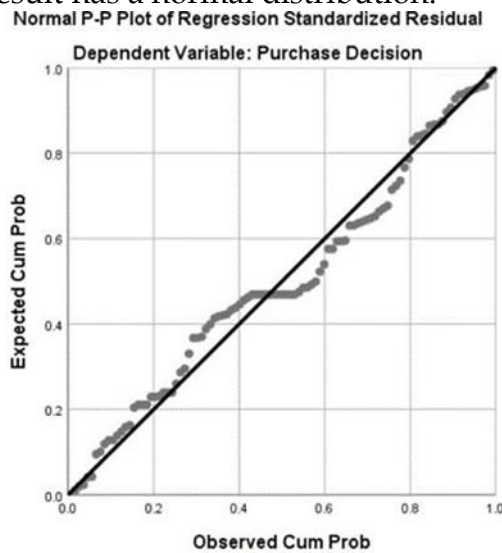


Figure 9. Normal P-Plot of Normality Test Source: Prepared by the Writer (SPSS, 2020)

Based on this figure above, the Normal-P Plot shows that the data points are spread around and follow the direction of the diagonal line which can be concluded that it's normally distributed.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		101
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.16619457
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.078
Test Statistic		.085
Asymp. Sig. (2-tailed)		.071 <sup>c</sup>

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.

Figure 10. Kolmogorov-Smirnov of Normality Test  
 Source: Prepared by the Writer (SPSS, 2020)

The Kolmogorov-Smirnov test determines if a data is normally distributed by the requirement of significance value being  $> 0.05$ . Based on the figure above, it can be seen that the significant value for Asymp.Sig (2- tailed) is 0.071 which is larger than 0.05, which conclude that the data is normally distributed

**Heteroscedasticity Test**

The heteroscedasticity test seeks to examine if there is a difference in variance between two residuals. Regression models without heteroscedasticity are preferable. This study's heteroscedasticity test utilized a scatterplot graph to determine if heteroscedasticity was present or not. The result of the scatterplot is shown in Figure 11. below.

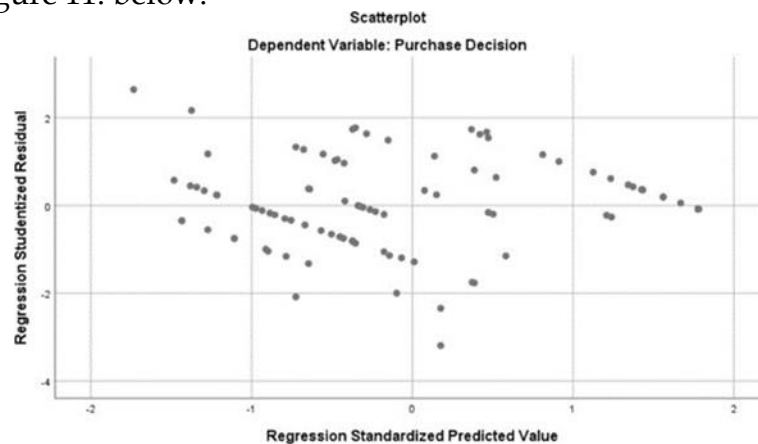


Figure 11. Heteroscedasticity Test Source: Prepared by the Writer (SPSS, 2020)

Figure 11. implies that there is no heteroscedasticity in the regression model since the data is randomly distributed, scattered both above and below zero, and no pattern is created.

**Multicollinearity Test**

Multicollinearity test was conducted to determine whether there was a correlation in the regression model between independent variables. Multicollinearity test can be done by checking the collinearity tolerance and VIF

(Variance Inflation Factor) values. If the VIF value is less than 10 and the collinearity tolerance value is greater than 0.1, then the model does not have multicollinearity. The multicollinearity test calculated using SPSS is shown in the table below.

Table 15. Multicollinearity Test Source: Prepared by the Writer (SPSS, 2020)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.819	1.207		3.163	.002		
	Perception	.115	.078	.116	1.461	.147	.640	1.563
	Buying Interest	.400	.059	.553	6.816	.000	.611	1.637
	Social Media	.159	.058	.228	2.737	.007	.580	1.724

a. Dependent Variable: Purchase Decision

Based on Table, the table clearly demonstrated that the value of VIF (Variance Inflation Factor) for perception (X1) is 1.563, buying interest (X2) is 1.637, and social media (X3) is 1.724 where all numbers are below a value of 10. In addition, the tolerance for perception (X1) is 0.640, buying interest (X2) is 0.611, and social media (X3) is 0.580 where all numbers greater than 0.1. Therefore, this indicates that there is no multicollinearity in the model, this means that this research model shows a good regression.

**Linearity Test**

Table 16. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Perception	Between Groups	(Combined)	142.227	7	20.318	9.128	.000
		Linearity	96.340	1	96.340	43.279	.000
		Deviation from Linearity	45.887	6	7.648	3.436	.004
	Within Groups	207.021	93	2.226			
	Total	349.248	100				

Source: Prepared by the Writer (SPSS, 2020)

The table above shows that the result of deviation from linearity shows significant value of 0.004 which is smaller than 0.05 which can be concluded that the perception towards purchase decision have no linear relationship in the study.

Table 17. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Buying Interest	Between Groups	(Combined)	216.095	9	24.011	16.409	.000
		Linearity	193.092	1	193.092	131.965	.000
		Deviation from Linearity	23.003	8	2.875	1.965	.060
	Within Groups	133.152	91	1.463			
Total	349.248	100					

Source: Prepared by the Writer (SPSS, 2020)

The table above shows that the result of deviation from linearity shows significant value of 0.06 which is higher than 0.05 which can be concluded that the buying interest have linear relationship with purchase decision which means that if there is an increase in buying interest, there will be an increase in customer’s purchase decision.

Table 18. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Social Media	Between Groups	(Combined)	166.262	10	16.626	8.177	.000
		Linearity	130.063	1	130.063	63.971	.000
		Deviation from Linearity	36.199	9	4.022	1.978	.051
	Within Groups		182.985	90	2.033		
	Total		349.248	100			

Source: Prepared by the Writer (SPSS, 2020)

The table above shows that the result of deviation from linearity shows significant value of 0.051 which is higher than 0.05 which can be concluded that social media have linear relationship with purchase decision which means that if there is an increase in social media effect, there will be an increase in customer's purchase decision.

#### Multiple Linear Regression Test

Table 19. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.819	1.207		3.163	.002		
	Perception	.115	.078	.116	1.461	.147	.640	1.563
	Buying Interest	.400	.059	.553	6.816	.000	.611	1.637
	Social Media	.159	.058	.228	2.737	.007	.580	1.724

a. Dependent Variable: Purchase Decision

Source: Prepared by the Writer (SPSS, 2020)

Based on the table, the multiple linear regression equation is:

$$Y = 3.819 + 0.115X_1 + 0.4X_2 + 0.159X_3$$

The equation can be explained as follow:

- The constant is 3.819 which means if the perception, buying interest, and social media has 0 value, the decision to buy cinema XXI ticket would be 3.819 point.
- The coefficient of regression for variable perception of generation Z is 0.115 means that every increase for 1 point of perception of generation Z will increase the decision to buy cinema XXI ticket by 0.115 point.
- The coefficient of regression for variable buying interest is 0.4 means that every increase of 1 point of the buying interest will increase the decision to buy cinema XXI ticket by 0.4 point.
- The coefficient of regression for variable social media is 0.159 means that every increase for 1 point of social media will increase the decision to buy cinema XXI ticket by 0.159 point.

### Coefficient of Determination Test

Table 20. Coefficient of Determination Test

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 <sup>a</sup>	.611	.599	1.18409

a. Predictors: (Constant), Social Media, Perception, Buying Interest

b. Dependent Variable: Purchase Decision

Source: Prepared by the Writer (SPSS, 2020)

From the table above, it can be seen that the coefficient of determination (R<sup>2</sup>) is 0.611 or 61.1%. The value of coefficient of determination (R<sup>2</sup>) is close to 1, which indicates that all independent variables, namely social media (X1), perception (X2), and buying interest (X3) in this research have a strong influence on the dependent variable, namely purchase decision (Y). Meanwhile, the remaining 38.9% is influenced by other variables that are not examined in this research.

### DISCUSSION

Summarizing all the analysis results from distribution of questionnaires involving 100 respondents with adaptation of convenience sampling and assistance of SPSS 25, a number of key results are presented below.

1. Questionnaires portraying each variable have been strictly tested and have passed both validity and reliability test through distributions to 40 separate respondents prior to the main research with the value of *rcount* of all variables surpass the value of *rtable* of 0.361, meaning that all of the statements can be used as the research instrument. Moreover, the result of reliability indicates that all statements are reliable since the Cronbach's Alpha value for all variables surpass 0.6, meaning that all of the statements are reliable to be used as the research instrument.

2. Based on the descriptive statistics of perception variables, the highest mean from all the statements can be found in P3 where it's 4.5 meaning the quality of Cinema XXI's service gives the highest influence over the customer's decision to buy tickets as customer service is one of the highlight when it comes to increasing customer experience For buying interest variable, the highest mean can be found in BI5 where it's 4.40 meaning the cleanliness of facilities in Cinema XXI's provides comfort which gives the highest influence over the customer's decision to buy tickets especially since the ultimate experience during watching a movie at cinema is the comfort on sitting long hours inside with clean seats and floors. For social media variable, the highest mean can be found in SM5 where it's 4.43 meaning the teasers of upcoming movies in Cinema XXI's increase their intention to buy which gives the highest influence over the customer's decision to buy tickets, this is natural as teasers for movie always increase customer expectation of the upcoming movie because of their ability to see the movie's production, visual and story line. For purchase decision variable, highest mean can be found

in PD4 where it's 4.53 meaning when the movie meets their expectation, they will recommend it to others which gives the highest influence over the customer's decision to buy tickets, this can also influence their purchase decision as seeing and hearing recommendations of how good the movie is can increase their interest to watch the movies as they are attracted because of the positive reviews from their surroundings.

3. Normality test used normal p-plot test, histogram and Kolmogorov Smirnov test which shows that during normal p-plot, the data are spread around and follow the diagonal line which shows it's normally distributed. Histogram shows symmetrical bell shape that doesn't tilt to left or right which shows normal distribution and Kolmogorov Smirnov test showed that the significance value was 0.071 which is higher than 0.05 which shows normal data distribution.

4. Heteroscedasticity test was conducted by using scatterplot test. From the results of the scatterplot, all data are spread both above and below zero as well as no pattern is forms. There is no heteroscedasticity in the regression model since the data is randomly distributed.

5. From the results of the multicollinearity test, the VIF statistics for perception is 1.563, buying interest is 1.637, and social media is 1.724 where all numbers are below the value of 10. In addition, the collinearity tolerance for perception is 0.640, buying interest is 0.611, and social media is 0.580 where all numbers are greater than 0.1. This indicates that there is no correlation between the variables of perception, buying interest, and social media.

6. The linearity test is done by looking at the significance of deviation from linearity which must be higher than 0.05 to have linear relationship. Based on the table, it has been tested that perception doesn't have linear relationship with purchase decision because its significance value was 0.004 which is lower than 0.05 however buying interest and social media have linear relationship with purchase decision because their significance value is higher than 0.05.

7. After having the data matched the pre-test and classical assumption test, the writer then did the regression test and hypothesis testing. The regression of equation resulted as  $Y = 3.819 + 0.115X_1 + 0.4X_2 + 0.159X_3$ . the positive sign shows a unidirectional relationship. The constant 3.819 means if the independent variable (perception, buying interest, and social media) has 0 value, dependent variable (increase in Cinema XXI ticket sales) will be 3.819. The positive sign of coefficient regression for perception of generation Z (0.115), buying interest (0.4), and social media (0.159) show that every increase of perception of generation Z, buying interest, and social media will increase the sales of Cinema XXI ticket.

8. In the coefficient of determination ( $R^2$ ), if the value is close to 1 then all the independent variables have a strong influence on the dependent variable. The data we get from the independent variable, namely social media ( $X_1$ ), perception ( $X_2$ ), and buying interest ( $X_3$ ) have a strong influence on our dependent variable, namely purchasing decisions ( $Y$ ) because the coefficient determination is 0.611 or 61.1% that really close to 1.

9. Generation Z's perception has had some influence on the purchase decision in cinema XXI ticket sales over the years. Although this influence is not statistically significant, it still has a noticeable impact. On the other hand, Generation Z's

buying interest significantly affects the purchase decision in cinema XXI ticket sales, indicating that their level of interest plays a crucial role in driving ticket sales. Also, the presence of Generation Z on social media platforms does individually impact the purchase decision in cinema XXI ticket sales significantly. When considering the combined effect of Generation Z's perception, buying interest, and social media, there is an overall significant influence on the purchase decision in cinema XXI ticket sales. This suggests that when all these factors are taken into account collectively, they collectively contribute to a significant impact on ticket sales. In summary, Generation Z's perception has a modest effect, while their buying interest has a substantial impact on the purchase decision for cinema XXI ticket sales. and their presence on social media does have a notable individual impact. When considering all these factors together, they collectively have a significant influence on ticket sales in cinema XXI.

## **CONCLUSION AND RECOMMENDATION**

The purpose of this study research is to analyze the effect of perception, buying interest, and social media on the purchase decision in Cinema XXI Ticket Sales over the years. Based on the research result, the following conclusions can be drawn in this research:

1. Perception (X1) has affected but not significantly towards purchase decision (Y) in cinema XXI ticket sales over the years. The t-test results indicate that Generation Z's Perception t count is less than t table ( $1,461 < 1,984$ ) and a significant value of  $0,147 > 0,05$ . Therefore, the null hypothesis H01 is Accepted and Ha1 is Rejected.
2. Buying Interest(X2) has affected significantly towards purchase decision (Y) in cinema XXI ticket sales over the years. The t-test results indicate that Generation Z's Buying Interest t count is more than t table ( $6,816 > 1,984$ ) and a significant value of  $0,000 < 0,05$ . Consequently, the null hypothesis H02 is Rejected and Ha2 is Accepted.
3. Social Media(X3) has affected towards purchase decision (Y) in cinema XXI ticket Sales Over The Years. The T-Test Results Indicate That Generation Z's Social Media T count is less than t table ( $2,737 > 1,984$ ) and a significant value of  $0,007 < 0,05$ . Thus, the null hypothesis H03 is Rejected and Ha3 is Accepted.
4. The F-test (simultaneous test) demonstrates that the combined effect of Generation Z's perception (X1), buying interest (X2), and social media (X3) has a significant impact on the purchase decision (Y) in Cinema XXI ticket sales over the years. The F-test results indicate that Generation Z's Perception (X1), buying interest (X2), and social media (X3) f count is more than f table ( $50,698 > 97$ ) and a significant value of  $0,000 < 0,05$ . Which means Ha4 is Accepted and H04 is Rejected.

From all research that have been conducted, the writer has concluded several recommendations for relevant parties in this research:

### **1. For Company Perception**

For perception recommendation, Cinema XXI should maintain their product quality and service quality such as conducting worker training and controlling product availability with the aim of maintaining their reviews among consumers in the market. This research has proven that perception alone does not exert a

significant effect, and for this reason, buying interest and social media act as mediators to show a positive and significant impact on purchase decision.

### **Buying Interest**

For buying interest recommendation, Cinema XXI must provide many elements that can attract customer buying interest. As for facilities, the products we provide are of high quality, cleanliness, comfortable, good location, good prices, and good service so that consumers' interest in buying is higher at Cinema XXI. By providing these elements it can make customers interested and have an interest in making purchases at Cinema XXI

### **Social Media**

For social media recommendation, Cinema XXI should enhance their engagement through their social media by creating content that are interactive with customers for example playing games, asking questions about their opinion, and providing attractive promos like discounts or vouchers of tickets & foods for customers who interact with them actively which can increase interaction with their customers. Other than that, Cinema XXI can also learn more about their customers in terms of their mindset and what they like through their activity on social media.

### **Purchase Decision**

For purchase decision recommendation, Cinema XXI should enhance their stability in service since it's one of the indicators that affects customer purchase decision, to maintain stability in their services, Cinema XXI should give more training to their employee from their services, efficiency and being stable in delivering experience to their guest so that every guest are able to experience the consistent service from Cinema XXI which can increase their purchase decision. Rewards can also be given to employees who are proved to maintain their performance at the top so that it can increase motivation.

### **2. For future research**

This research can be used as a reference to understand the generation Z perception, buying interest, and social media towards the purchase decision. It is recommended to analyze other variables that might influence the customer purchase decision. Additionally, one of the limitations from this study is the time limitation in conducting the study. It is expected that the following research will have longer time limitation in conducting the study.

### **FURTHER STUDY**

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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