

Analysis of the Influence of Customer Experience and Lifestyle on Unesa Students' Film Watching Decisions at the XXI Cinema Building in Surabaya

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ABSTRACT

Objectives: The Indonesian film world has experienced a decline in recent years due to the pandemic, apart from that technological innovation has given rise to practical ways of showing films that can be accessed anytime and anywhere. Although technological updates have not reduced the interest of offline viewers at XXI Cinema. The aim of this research is to influence consumers' lifestyles or experiences in watching cinema at XXI to increase students' interest in watching. **Method:** The method used in this research is qualitative research to see the influence of customer experience and lifestyle on the decision to watch the XXI cinema among Universitas Negeri Surabaya (Unesa) students. **Results:** There is an influence from variables or lifestyle aspects that Surabaya State University students have on the decision to watch a film at the XXI Cinema Building. The second variable has no effect on purchasing decisions. In fact, lifestyle variables influence the decision to purchase cinema tickets at Building XXI. However, when put together, it has no effect because there is influence from other variables. There are several items in the customer experience that have no effect on purchasing decisions and the influence of lifestyle variables is very large. From the attached data, the decision to purchase cinema tickets at XXI will be purchased taking into account promotions, events, lifestyle and cinema facilities. **Novelty:** The novelty of this research focuses on the research sample, namely Unesa students who belong to generation Z and also students who have the ability to buy cinema tickets for the upper middle class XXI.

INTRODUCTION

In recent years, technological developments have become very rapid and there are always new innovations due to the presence of the internet and digitalization (Danilin, 2023; Gagulina et al., 2020). With this significant development, Many manufacturing industries have undergone substantial changes over the past decades, with organizations integrating and disintegrating with mixed success (Beer & Liyanage, 2017). Such as entertainment, transportation, telecommunications and social media or cyberspace. Therefore, people's living habits and behavior are now changing due to the impact of technological developments (Clough, 2013; Stevens & Egger, 2020).

Technological advances that are easy to see include gadgets and trends for activities and interactions in cyberspace or the internet (Gumzej, 2021; Lee, 2019; Ocal, 2019). With the presence of the internet, the process of world "globalization" is easily promoted in such a way that in this era of globalization there are many applications that make it easier for people (Bohançov, 2023; Sevalnev & Tsinin, 2022), for example, to enjoy film entertainment. The development of this technology makes it easier for people to access all information, education and entertainment (Adriani & Asyifa, 2022; El-Bably, 2020), this convenience Applications have emerged that offer a variety of film entertainment. Conditions for the development of the film world were sluggish due to the pandemic, so

the film world experienced losses and several cinemas were threatened with closure because conditions in the field made it impossible.

The end of the implementation of Restrictions on Community Activities (RCA) has brought a breath of fresh air to the world of cinema. In early 2023, it is estimated that the number of film viewers in Indonesia will break through to the new chancellor. The record for the largest number of Indonesian film viewers will still be held in 2022, namely 54.07 million people. This number is quite far above the 2019 record with an audience of 51.9 million people (Nababan, 2023). The film industry ecosystem is also growing in terms of the quality and creativity of film storylines (Niu, 2020).

The film industry ecosystem consists of education, production, distribution, exhibition and appreciation (Crisp, 2015; Edgerton, 2014; Knowles, 2020; Li et al., 2020; Michel & Avellar, 2014). All of these things are interconnected to support the growth of the national audience. The more viewers there are, the greater their appreciation for the film (Ott & Slater, 2022). Appreciation of Indonesian films requires offline audiences which are generally shown in several cinemas. The increasing number of viewers has created a breath of fresh air for producers in making films. Making films requires fantastic costs so it requires public interest in increasing film production in Indonesia.

Based on data from filmindonesia.or.id, the number of cinemas in Indonesia reached 500 units as of January 13 2023.

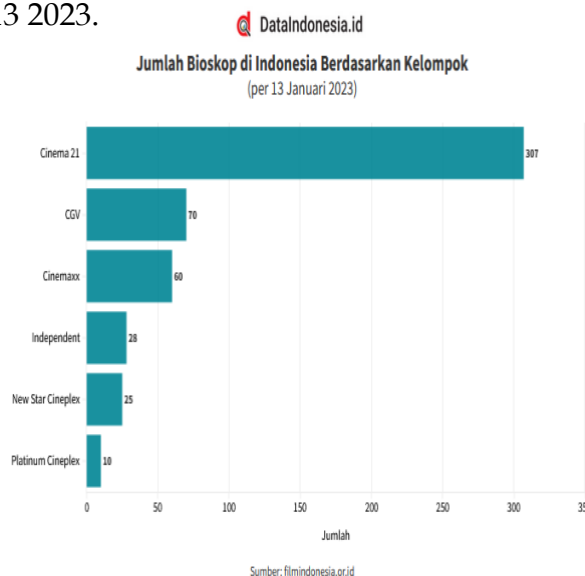


Figure 1. The number of cinemas in Indonesia
Source: (Sadya, 2023)

This number is divided into six cinema groups spread throughout Indonesia. Based on its group, Cinema 21 is the largest cinema in the country. This cinema, which is under the auspices of PT Nusantara Sejahtera Raya, has 307 units as of January 13 2023. CGV

follows in second place because it has 70 cinema units. Its position is followed by Cinemaxx and Independen , whose cinemas respectively have 60 units and 28 units. There are 25 cinemas owned by New Star Cineplex. Meanwhile, there were 10 cinemas owned by Platinum Cineplex in Indonesia as of the beginning of this year. Furthermore, Jakarta is listed as the city with the most cinemas in Indonesia, namely 88 units. In detail, 63 Cinema 21 cinemas, 12 CGV cinemas, 10 Cinemaxx cinemas and three Independent cinemas. Tangerang follows in second place with 36 cinemas. Meanwhile, third place is occupied by Surabaya which has 26 cinemas.

Increasingly increasing technology causes business actors to compete to get the attention of their customers (Schweidel et al., 2022; Worthington, 2022; Zhong et al., 2021). The data above shows that there are many applications offered by business actors. However, this does not dampen people's interest in continuing to watch at the cinema. In fact, according to data for 2023, there will be an increase in the number of moviegoers in cinemas, even though there are many entertainment applications on offer . This is a challenge for cinema businesses to be more active in offering different experiences when enjoying films in cinemas. This situation forces marketers to be smarter in dealing with competition, especially in determining strategies for marketing products effectively.

Currently, marketers are starting to innovate in improving services to attract the attention of consumers and customers. Services are an alternative that bridges buying and selling activities. Service Quality is basically recorded as an important requirement and also as a determinant of the competitiveness of a service to build and maintain relationships with customers (Felix, 2017). Service Quality contributes significantly to the creation, differentiation, positioning, and competitive strategy of every company or organization, both manufacturers and service providers (Tjiptono & Chandra, 2016). One indicator of success in the service aspect of a business or company is through customer experience.

Through a good and positive customer experience, customers tend to purchase the products offered (Cheng et al., 2023; Vamshi et al., 2023; Vijayakumar, 2023). This can increase the business's ability to grow, develop and survive in the long term. For business people, building a positive customer experience is very important. However, even though they have been involved in the business world for a long time or even run a company, quite a few business people still don't know what customer experience is or the right strategy for building it. Building customer experience cannot be done haphazardly. Customer experience is a strategy or process as well as an application for managing customers regarding their experience using the products offered by a company or business. All parties involved in business need to work together and help each other in providing satisfactory customer service so that customer loyalty can be created and indirectly increase company profits. Apart from that, through customer experience , companies are able to more optimally achieve their goals.

According to Chen & Lin (2015), customer experience is a perception or cognitive recognition that can stimulate consumer or customer motivation. This customer

perception or recognition can increase the value of a product, service or item. Apart from that, the customer's viewing experience is the result of interactions between consumers and cinema companies physically and emotionally which can later make an impression on the minds and hearts of customers and can influence the assessment of the company's products.

Gentile et al. (2007) stated that customer experience is something that originates from a customer's interaction device with a product, company, or other part of the business which can give rise to a reaction. This experience has an intimate nature and brings customers to a different nuance rationally, sensorially, physically, spiritually and emotionally.

Based on the definition of customer experience according to the experts above, it can be concluded that customer experience is a strategy or process, and also an implementation carried out by the company to manage customers regarding their experience in using the products offered. So, the end point of customer experience focuses more on the final results of the products offered by the company. Therefore, customer experience is related to understanding the consumer's lifestyle and broadening the view of business people or marketing parties from the product to the consumption process. Good customer experience is important for your business growth. Having a good customer experience can increase loyalty, help you retain customers, and improve your business image.

In general, consumers get information about a product usually from commercial sources (Kardes et al., 2018), such as advertising in other forms of promotion issued by the company. In connection with the existence of consumers and their various behaviors, producers must be truly responsive in observing what they want. Decision making taken by a person can be called problem solving. In the decision-making process, consumers have targets or behavior that they want to achieve. According to Kotler, lifestyle is a person's pattern of living in the world which is expressed in their activities, interests and opinions so that they describe a person's whole self as he interacts with his environment. Lifestyle includes something more than just a person's social class or personality, it displays a person's overall pattern of acting and interacting in the world. People from the same sub-culture, social class and occupation may have very different lifestyles because lifestyle is a person's pattern of life which is manifested in their psychographics. Students determine a product based on what they need and what they want most, one of which is lifestyle. Lifestyle can influence consumer behavior in determining purchasing decisions. Lifestyle is a person's pattern of living in the world which is reflected in activities, interests and opinions. Lifestyle is closely related to current developments. Internal factors such as work, personality lifestyle, influence decision making to purchase a product (Kotler & Keller, 2009).

There are several factors that influence the consumer decision making process. As stated, the decision making process is influenced by factors, namely: cultural factors, social factors, personal factors and psychological factors.

RESEARCH METHOD

The method used in this research is quantitative descriptive research. Types of research and by utilizing various natural methods. Quantitative descriptive research is a type of research that aims to systematically, factually and accurately describe certain facts and characteristics, or try to describe phenomena in detail (Clarke & Collier, 2015; Wilson, 2019). This research uses a descriptive survey format which allows researchers to generalize a particular variable to a large population (Ali et al., 2022; Basil, 2016; Bond & Galinsky, 2015; Boumezrag & Liu, 2023; Müller et al., 2014). The description of academic stress will thoroughly explain the aspects of academic stress in percentage form.

The data analysis used by the author is descriptive analysis which describes the actual situation which is considered accurate, then puts it into the context of writing a scientific work by feeling, explaining, providing an overview, classifying, and interpreting the data collected as it is first. When all the data has been collected, the data is sorted according to existing themes, then the data units are processed which then becomes a unit typology. The data analysis used in this research uses linear regression analysis. The tools used in this research used SPSS version 2 5.0 for Windows.

RESULTS AND DISCUSSION

Results

The results of this research obtained two data, namely primary data and secondary data. Primary data was obtained from respondents through filling out questionnaires and observing students from the Faculty of Economics and Business, Surabaya State University. Meanwhile, secondary data in this research was obtained from relevant sources, namely books, encyclopedias, articles, journals, or other writings related to this research.

Primary data obtained from respondents through filling in the questionnaire is as follows:

The research sample target was 100 respondents from the Faculty of Economics and Business, Surabaya State University and the questionnaire (sample) fillers obtained 109 respondents consisting of 50 male students from the Faculty of Economics and Business, Surabaya State University and 59 female students from the Faculty of Economics and Business. Surabaya State University of Business. This questionnaire was distributed at the Faculty of Economics and Business, Surabaya State University.

Table 1. Number of Student Respondents from the Faculty of Economics and Business, Surabaya State University Based on Number of Gender

No	Gender	Woman
1	Man	50 People
2	Woman	59 People

From all the data that has been collected, the data is sorted according to existing themes or aspects, then totaled by the various indicators in each aspect. Then data

analysis processing is carried out. Before being analyzed using linear regression analysis, the data must first be tested regarding its normal distribution or normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test in SPSS version 25.0.

Normality Test

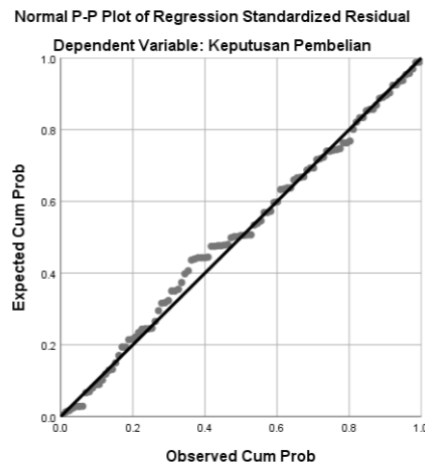


Figure 2. Normality Test (Normal PP Plot of Regression Standardized Residual)

This test is carried out with the aim of assessing the distribution of data in a group of data or whether the variable is normally distributed or not. From this picture, it can be seen that the points follow the diagonal line, so that the distribution of data from respondents and the regression model is normally distributed. Then it can be continued at the next stage.

Multicollinearity Tolerance and VIF Test

Table 2. Multicollinearity Test

Model	Unstandardized Coefficients		Coefficients ^a Standardized Coefficients Beta	t	Sig	Collinearity	
	B	Std. Error				Tolerance	VIF
(Constant)	30.388	5.701		5.330	.000		
Customer Experience	-.006	.064	-.010	-.101	.920	.988	1.012
Life Style	.119	.056	.203	2.126	.036	.988	1.012

This test is carried out with the aim of seeing the relationship or correlation between each variable. The variable model that will be carried out is a good regression analysis, namely that there is no correlation between the independent variables (Daoud, 2018; Gregorich et al., 2021). If the independent variables are correlated with each other, then the variables are not original and the linear regression analysis will not be good. This test is seen from the tolerance and VIF values in the table results that appear in SPSS where the tolerance value must be > 0.1000 and the VIF value must be < 10.00 so that multicollinearity does not occur and regression analysis can be carried out properly. From this table, it can be seen that there are no symptoms of multicollinearity because

the tolerance value is > 0.100 , namely 0.988 and the VIF value is < 10.00 , namely 1.012. Therefore, it can be continued at the next test stage.

Heteroscedasticity Test

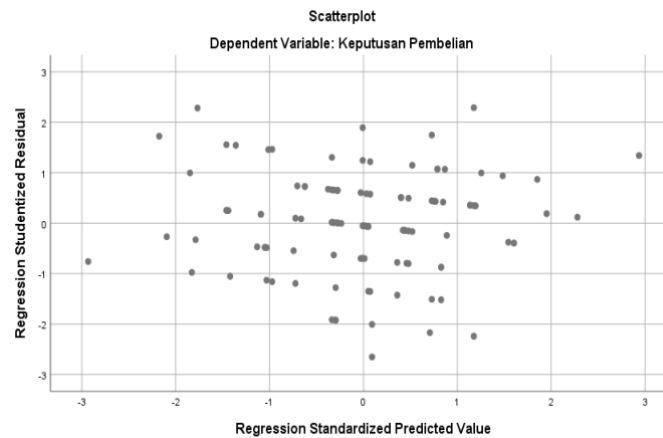


Figure 2. Heteroscedasticity Test (Scatterplot)

This test is carried out with the aim of seeing or testing the data in the regression model analysis where there is an inequality of variance from the residuals of one observation to another observation. The heteroscedasticity test can be carried out using several methods, one of which is the scatterplot graph above. If the heteroscedasticity assumption is not met, then the regression model is declared invalid as a research testing analysis. This heteroscedasticity test is seen from the distribution of points or data on the diagram that appears in SPSS where the points must be spread above and below the number 0 on the Y axis and not form a pattern or be wavy so that heteroscedasticity does not occur and regression analysis can be carried out properly. From this picture, it can be seen that there are no symptoms of heteroscedasticity because it does not form a pattern and is not wavy and the points spread above and below the number 0 on the Y axis. Therefore, it can be continued at the next test stage.

Autocorrelation Test & R Square

Table 3. Autocorrelation Test & R Square

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.205 ^a	.042	.024	1.563	1.829

a. Predictors: (Constant), Lifestyle, Customer Experience

b. Dependent Variable: Watching Decisions

The R Squared value shows 0.042. This means that the independent variable in this study succeeded in measuring the decision to watch a film in the cinema by 4.2%. the remaining 95.8% was influenced by other variables not examined in this study.

This test is carried out with the aim of seeing or testing the data in the regression model analysis between residual errors in the current period and the previous period. The autocorrelation test can be carried out using several methods, one of which is Durbin-Watson (DW) in the table above. If the assumptions of the autocorrelation test are not met, then there is data manipulation, not including influential variables or because of an error in the analysis model used so that the selection of the regression model is declared invalid as a research test analysis. This autocorrelation test is seen from the data in the table that appears in SPSS with the condition that $du < d < 4 - du$. If the numbers in the Durbin Watson table that appear from the SPSS results meet these requirements, then the regression analysis can be carried out properly. From this picture, it can be seen that the following autocorrelation symptoms do not occur:

K (2) and N (109) with a significance of 5% or alpha (0.05) $du (1.7252) < \text{Durbin Watson} (1.829) < 4 - du (2.2748)$ There are no symptoms of autocorrelation because Durbin Watson lies between du to $(4-du)$ so that there are no symptoms of autocorrelation. Therefore, it can be continued at the next test stage.

After going through several stages of testing above, the data can be tested using linear regression analysis properly, and the resulting data and research variables from respondents can be tested using linear regression analysis.

Linear Regression Test

Table 3. Research Test with Linear Regression Analysis

Model	Unstandardized Coefficients		Coefficients ^a Standardized Coefficients	t	Sig	Collinearity	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	30.388	5.701		5.330	.000		
Customer Experience	-.006	.064	-.010	-.101	.920	.988	1.012
Life Style	.119	.056	.203	2.126	.036	.988	1.012

H_0 = there is no influence of religious aspects or levels on the decision to purchase Negative Brand Name Products if the significance value (Sig.) is greater than the probability value (0.05) and t is calculated between the t table.

H_a = there is an influence of religious aspects or levels on the decision to purchase Negative Brand Name Products if the significance value (Sig.) is less than the probability value (0.05) and the t count is above or below the t table.

n = 109

k = 2

t table = $(\alpha/2; nk-1) = (0.05/2; 109-2-1) = 0.025; 106$ (looked up in the table) = 1.981260

Based on the data output table above, it can be seen:

Customer Experience

Sig value. 0.920 which means it is greater > than the probability value (0.05), and the t count is between the t table ($-1.981260 < t \text{ count} < 1.981260$), namely -0.101 , so H_a is rejected and H_o is accepted which means there is no The influence of variables or aspects of customer experience that Surabaya State University students have when watching films at XXI on the decision to watch films at the XXI Cinema Building.

Lifestyle

Sig value. 0.036, which means it is less than the probability value (0.05), and the calculated t is above the t table (1.981260), namely 2.126, so that H_o is rejected and H_a is accepted, which means there is influence from variables or aspects of the student's lifestyle. Surabaya State University regarding the decision to watch a film at the XXI Cinema Building.

To see the influence of the two variables, you can see the following table:

Table 4. Influence of the Two Research Variables

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	11.320	5.701		5.330	.000
Residual	-.006	.064	-.010	-.101	.920
Total	.119	.056	.203	2.126	.036

- a. Dependent Variable: Watching Decisions
- b. Predictors: (Constant): Lifestyle, Customer Experience

From this table, the two variables have no effect on purchasing decisions. In fact, lifestyle variables influence the decision to purchase cinema tickets at Building XXI. However, when put together, it has no effect because there is an influence from other variables, namely customer experience . There are several items in customer experience that have no influence on purchasing decisions and have a very large influence on lifestyle variables. From the attached data, the decision to purchase cinema tickets at XXI will be purchased taking into account promotions, events, lifestyle and cinema facilities.

Discussion

From the results of the respondents, a number of respondents made their decision to purchase tickets to watch cinema films at building XXI depending on:

Rational aspect

Where consumers make decisions to buy products with full awareness and considering all existing alternatives to get maximum benefits (Davies, 2017; Friedman et al., 2018). Therefore, consumers wait if there is an event at the cinema or a promotion given to consumers so that consumers get good facilities and affordable costs so they get maximum profits (Du et al., 2024; Sun et al., 2021).

If there are no promotions or other things that make consumers feel they are benefiting more than usual (Bambauer-Sachse & Massera, 2018), then consumers will not

decide to watch the film. They are just waiting for the film to be shown online on official media or not.

Behavioral aspect

Consumers make decisions to buy products by considering a number of opinions and pressures from the external environment. This is in accordance with what the local environment suggests regarding reviews of films to be watched. If it is good, consumers will be interested in watching the recommended film. If a film is trending because of its actors, consumers will also flock to watch the film at the XXI cinema. This is also to be exhibited or shown on their social media to follow the trend of watching cinema films (Sreesanth & Balasaravanan, 2020).

Apart from that, the influence of lifestyle makes the decision to purchase cinema tickets XXI because lifestyle is a person's lifestyle as seen from their activities, interests and opinions in living life (Kotler & Keller, 2009). From this, someone can buy tickets to the XXI cinema because of their interest in the film, their opinion in choosing films and watching the most comfortable films only in the cinema and to support the economy and the world of cinema. Then it is related to busy activities that require watching films which are even scheduled to relieve stress by watching films in the cinema because the atmosphere is comfortable and relieves fatigue.

CONCLUSION

Fundamental Findings: The result of this research is the Sig value. 0.920 which means it is greater > than the probability value (0.05), and the t count is between the t table ($-1.981260 < t \text{ count} < 1.981260$), namely -0.101, so H_a is rejected and H_o is accepted which means there is no The influence of variables or aspects of customer experience that Surabaya State University students have when watching films at XXI on the decision to watch films at the XXI Cinema Building. Sig value. 0.036, which means it is less than the probability value (0.05), and the calculated t is above the t table (1.981260), namely 2.126, so that H_o is rejected and H_a is accepted, which means there is influence from variables or aspects of the student's lifestyle. Surabaya State University regarding the decision to watch a film at the XXI Cinema Building. Both variables have no effect on purchasing decisions. In fact, lifestyle variables influence the decision to purchase cinema tickets at Building XXI. However, when put together, it has no effect because there is influence from other variables. There are several items in customer experience that have no effect on purchasing decisions and the influence of lifestyle variables is very large.

Implications: From the attached data, the decision to purchase cinema tickets at XXI will be purchased taking into account promotions, events, lifestyle and cinema facilities.

Limitation: This research is limited to Unesa students and specifically Cinema XXI.

Future Research: For the sample population, it is necessary to expand the age and community limits to see the results of the population as a whole so that the results will be stronger. Add additional variables to see how much impact promotions and influencers have on purchasing decisions.

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