

Analisis promosi online pada website blitzmegaplex dan pengaruh positifnya terhadap lingkungan sosial = Analysis of online promotion on the blitzmegaplex website and the positive effect for social environment / Arieady Agusta

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Abstrak

Bioskop Blitzmegaplex dapat dikatakan sebagai pemain yang cukup baru dalam industri jasa hiburan bioskop di Indonesia dan menawarkan berbagai keunikan tersendiri terkait dengan kegiatan promosi secara online yang mereka lakukan sejak awal berdiri. Berbagai macam promo-promo ditampilkan secara menarik dan lengkap di website resmi Blitzmegaplex (www.blitzmegaplex.com). Tujuan dari penelitian ini adalah menganalisa pengaruh positif pada website Blitzmegaplex yang mencakup Perceived Ease of Use, Perceived Usefulness, Attitude dan Behavioral Intention.

Penelitian dilakukan pada dengan responden pengguna internet yang mengakses website Blitzmegaplex dalam 1 bulan terakhir maupun yang melakukan pembelian tiket bioskop secara online via website Blitzmegaplex, penggemar film-film terbaru di bioskop yang bertempat tinggal di Jatabek (Jakarta, Tangerang & Bekasi) dan konsumen yang pernah/gemar/sering menonton di bioskop Blitzmegaplex yang terletak di daerah Jatabek (sesuai dengan cabang-cabang lokasi Blitzmegaplex).

Hasil penelitian untuk keseluruhan produk menunjukkan bahwa Perceived Ease of Use berpengaruh signifikan terhadap Perceived Usefulness dan terhadap Attitude secara langsung. Perceived Usefulness berpengaruh signifikan terhadap Attitude dan terhadap Behavioral Intention secara langsung. Untuk Attitude, variabel ini berpengaruh signifikan terhadap Behavioral Intention secara langsung. Penelitian terdahulu meneliti hubungan antara unsur tersebut dan menyatakan ada hubungan yang signifikan diantara mereka. Hasil penelitian ini memiliki perbedaan dengan hasil penelitian sebelumnya dikarenakan perbedaan lokasi negara yang diteliti.

Blitzmegaplex cinema can be regarded as a fairly new player in the industry of cinema entertainment services in Indonesia and offers a variety of unique characteristics associated with promotional activities online that they do since its establishment. Various kinds of promo presented in an interesting and complete the official website Blitzmegaplex (www.blitzmegaplex.com). The purpose of this study was to analyze a positive influence of Blitzmegaplex website which includes Perceived Ease of Use, Perceived Usefulness, Attitude and Behavioral Intention.

The study was conducted with respondents who are Internet users who access the website Blitzmegaplex in the last 1 month or those who purchased movie tickets online via the website Blitzmegaplex, fans of the latest movies in theaters residing in Jatabek (Jakarta, Tangerang and Bekasi) and consumers who ever / likes / watch in cinema Blitzmegaplex often located in areas Jatabek (according to branches Blitzmegaplex location).

The results indicate that Perceived Ease of Use significantly affect on Perceived Usefulness and Attitude toward. Perceived Usefulness and Attitude significantly affect on Behavioral Intention directly. For Attitude, had a significant effect on Behavioral Intention directly. Previous research examining the relationship between these elements and expressed no significant relationship between them. The results of this study

have a difference with the results of previous studies because of differences in the location of the countries studied.