

Analisis pengaruh consumption emotion terhadap satisfaction, likelihood of word of mouth, dan positive word of mouth dalam konsumsi film Indonesia = Analysis of the impact of consumption emotions towards satisfaction, likelihood of word of mouth, and positive word of mouth in movie consumption in Indonesian movie consumptions

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh emosi yang berupa rasa arousal terganggu dan pleasure senang terhadap satisfaction kepuasan, kemungkinan munculnya word of mouth WOM dan positive word of mouth dengan moderasi usia, jenis kelamin, dan pendapatan dalam konsumsi film di negara berkembang. Studi kasus yang diambil adalah film Indonesia. Oleh karena itu, sampel pada penelitian ini merupakan penonton film Indonesia pada 6 enam bulan terakhir yang berdomisili di Jabodetabek. Data yang diperoleh dari sampel diolah dengan menggunakan metode Structural Equation Modelling SEM. Hasil olahan data tersebut menunjukkan bahwa arousal berpengaruh positif terhadap pleasure, arousal dan pleasure pun berpengaruh positif terhadap satisfaction. Kemudian, arousal dan satisfaction juga berpengaruh positif terhadap likelihood of WOM, dan positive WOM, namun lain halnya dengan pleasure yang tidak berpengaruh terhadap likelihood of WOM dan positive WOM. Pengaruh moderasi dari usia, jenis kelamin, dan pendapatan pun yang membuat perubahan signifikan hanya jenis kelamin saja.

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ABSTRACT

This research aims to discover the impact of emotions which are the feelings of arousal and pleasure towards satisfaction, the chances of occurrence for word of mouth and positive word of mouth with a moderation on age, gender, and income upon the Indonesian movies consumptions in an emerging market. The research sample are viewers of Indonesian movies within the last six months who live in Jabodetabek. The data gained from the sample were processed using the Structural Equation Modelling method. The results showed that arousal has a positive impact towards pleasure, and both arousal and pleasure has a positive impact towards satisfaction. Moreover, arousal and satisfaction also has a positive impact towards the likelihood of WOM, and positive WOM, however pleasure does not have an impact towards the likelihood of WOM and positive WOM. On the impact of moderation on age, gender and income, only gender type made a significant change.