

The influence of film attractiveness and electronic word of mouth, towards intention to visit sumba: a case study of Susah Sinyal movie

A influência da atratividade do filme e do boca a boca eletrônico, em direção à intenção de visitar sumba: um estudo de caso do filme Susah Tanda

La influencia del atractivo cinematográfico y el boca a boca electrónico, hacia la intención de visitar sumba: un estudio de caso de la película Susah Tanda

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Abstract

The film's capabilities segment various social classes, realizing the experts whose films have the potential to affect the audience of its connoisseurs. The ability of film which could penetrate various social class segment, realizing the experts about film as part of mass media, could influence their audiences by spreading the hidden message. This study aims to determine if film attractiveness and electronic word of mouth are factors which can influence visit intention and decision to Sumba in Susah Sinyal movie. This research uses online questionnaire with purposive sampling technique that distributed to 150 respondents who have watched Susah Sinyal movie and have visited Sumba. After the data is analysed using multiple regression models with SPSS program, the result shows that film attractiveness have an influence on visit intention while electronic word of has no influence on visit intention. It concluded that there is an influence between the attractiveness of the film towards visit intention.

Keywords: Film attractiveness; Electronic word of mouth; Visit intention.

Resumo

As capacidades do filme segmentam várias classes sociais, percebendo os especialistas cujos filmes têm o potencial de afetar o público de seus conhecedores. A habilidade do filme que poderia penetrar em vários segmentos da classe social, percebendo os especialistas em cinema

como parte da mídia de massa, poderia influenciar seu público ao espalhar a mensagem oculta. Este estudo tem como objetivo determinar se a atratividade do filme e o boca a boca eletrônico são fatores que podem influenciar na intenção de visita e na decisão de Sumba no filme Susah Tanda. Esta pesquisa utiliza questionário online com técnica de amostragem proposital que distribuiu para 150 entrevistados que assistiram ao filme de Susah Tanda e visitaram Sumba. Depois que os dados são analisados por meio de modelos de regressão múltipla com o programa SPSS, o resultado mostra que a atratividade do filme tem influência na intenção de visita, enquanto a palavra eletrônica de não tem influência na intenção de visita. Concluiu que existe uma influência entre a atratividade do filme para a visão.

Palavras-chave: Atratividade do filme; Boca a boca eletrônico; Intenção de visita.

Resumen

Las capacidades de la película segmentan varias clases sociales, dándose cuenta de los expertos cuyas películas tienen el potencial de afectar a la audiencia de sus conocedores. La capacidad del cine, que podría penetrar en varios segmentos de clases sociales, reconociendo a los expertos en el cine como parte de los medios de comunicación, podría influir en sus audiencias al difundir el mensaje oculto. Este estudio tiene como objetivo determinar si el atractivo cinematográfico y el boca a boca electrónico son factores que pueden influir en la intención y decisión de visitar Sumba en la película Susah Tanda. Esta investigación utiliza un cuestionario en línea con una técnica de muestreo intencional que se distribuyó a 150 encuestados que vieron la película de Susah Tanda y visitaron Sumba. Después de analizar los datos utilizando modelos de regresión múltiple con el programa SPSS, el resultado muestra que el atractivo de la película influye en la intención de la visita, mientras que la palabra electrónica de no influye en la intención de la visita. Concluyó que existe una influencia entre el atractivo de la película hacia la visión.

Palabras clave: Atractivo de la película; Boca a boca electrónica; Intención de visita.

1. Introduction

At first the film was for the entertainment of the lower classes of the urban community, but quickly the film was able to boundary the boundaries and the wider class area. The film's capabilities segment various social classes, realizing the experts whose films have the potential to affect the audience of its connoisseurs. Movies become part of the mass

media that has the larger segment reach, thus having a great influence on the dissemination of messages (Trianton, 2013).

The decline in Indonesian film titles from 124 titles in 2016 to 116 titles in 2017 did not make the audience decrease as well. However, the total audience for Indonesian films that premiered in 2017 went 14%, from 37,227,428 in 2016 to 42,387,627 viewers (Mediarta, 2018). This is certainly utilized by young filmmakers to make films set in the natural beauty of Indonesia. Some of the films that took advantage of Sumba's natural beauty include the *Pendekar Tongkat Emas* with the final number of 300,000 viewers, *Marlina Si Pembunuh dalam Empat Babak* with the final number of 154,596 spectators, and the film *Susah Sinyal* which received the highest final audience of 2,172,512 viewers. *Susah Sinyal* film is the third film by Ernest Prakasa that is a family comedy drama and also displays the beauty of nature in Sumba. (Marzuki, 2017).

The number of passengers on air to Sumba Island through the entrance of *Umbu Mehang Kunda* Airport in East Sumba Regency in April to July 2018 continues to increase. The number of passengers that occurred in April 2018 only reached 6,666 people and increased slightly in May 2018 by about 7,096 people. In June and July 2018, there were 7,631 passengers and 8,845 passengers.

Meanwhile, the number of passengers entering through Tambolaka Airport in Southwest Sumba Regency in April amounted to 9,995 people and 9,875 people in May 2018. After two months of significant passenger numbers, namely in June as many as 11,207 people and July as many as 13,714 (Agmasari, 2018).

According to Gewati & Noviyanti, (2018) the public's consideration to watch the film is inseparable from the information that is on social media. Some people make reviews of movies that are on social media or blogs as a basis for consideration to watch movies. People can share experiences, conduct product reviews as well as interact with other customers on social media. This kind of form can be called word of mouth. Now, word of mouth is experiencing a paradigm shift. It used to be that word-of-mouth communication was done face-to-face with familiar people, but now word of mouth can be in the virtual world with a wider, i.e. in seconds what we share is readable by millions of others. Along with the paradigm shift that is word of mouth through internet media called word of mouth (Ekawati, Kumadji, & Kusumawati, 2014).

2. Problem Statement

Based on the background outlined, the formulation of the main issues that will be discussed in this study. The purpose of this study is to see and explain the effect of the attractiveness of films and electronic word of mouth on intention to visit Sumba (a case study of the film *Susah Tanda*).

Mass Communication

According to Vivian, (2008), mass communication is the process of using a mass medium to send messages to a wide audience for the purpose of informing, entertaining and persuading. Another definition of mass communication is put forward by Cangara, (2014), he defines mass communication as an ongoing communication process where messages are sent from institutional sources to mass audiences through mechanical devices such as radio, television, newspapers, and movies.

Simply put, Keith R. Stamm and John E. Bowes in Nurudin, (2009), divides the effects of mass communication into two basic parts, namely primary effects and secondary effects. Primary effects include exposure, attention, and understanding, while secondary effects include changes in cognitive levels (changes in knowledge and attitudes and changes in behaviour (acceptance and choice).

Film Attractiveness

According to (Cangara, 2014), attractiveness is one of the factors that communicators should have in addition to credibility. Attractiveness factor determines how successful communication is. The listener or reader may follow the view of a communicator, because he has an attraction in terms of similarity, familiarity, liking, and physicality (physic).

The word *Mise En Scene* itself originated in France, although it was spoken in 1833. It means 'to put on stage' which is for those who learn about the film. *Mise En Scene* has a meaning also referred to as "The contents of the frame and the way that they are organized" (Orvilla & Santoso, 2018). It can be said that the power of a film is in the *mise-en* aspect of the scene. *Mise-en-scene* consists of four main elements: set (background), costume and makeup of characters, lighting, and players and movements including acting.

It can be concluded that the appeal of the film is the factors that determine the success of the communication process, in this case the success of the delivery of the message contained in the film by the four factors.

Electronic Word of Mouth

According to (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004), electronic word of mouth is a positive or negative statement made by a potential customer or former customer about a product or company, made and intended for many people or institutions via the internet.

There are 3 dimensions to measure online word of mouth (Goyette, Ricard, Bergeron, & Marticotte, 2010).

1. WOM Intensity

Many opinions written by consumers on a social networking site, (Goyette et al., 2010) divide Intensity into several indicators:

- a. Frequency of accessing information from social networking sites
- b. Frequency of interactions with users of social networking sites
- c. The number of reviews written by social network users

2. Opinion Valence

Positive or negative opinions about products, services, and brands. Valence of opinion includes:

- a. Positive comments from users of social networking sites
- b. Recommendations from users of social networking sites

3. Content

The contents of the information of social networking sites related to products and services.

Content indicators include:

- a. Product-related information (price, quality, quality)
- b. Company-related information
- c. Information from trusted sources

Visit Intention

Intention in visiting is basically an impetus from within the consumer in the form of a desire to visit a place or area that attracts that person's attention. In relation to tourism, the theory of visit intention is taken from the theory of buying intention in a product, so that in several categories of buying intention it can be applied in visiting intention (Suwarduki & Yulianto, 2016).

According to Schiffman and Kanuk in (Hidayati, Suharyono, & Fanani, 2013), the stage of the respondent's tendency to act before the buying decision is implemented is called buying intention. There are indicators of buying intention as follows.

1. Interest

This indicator shows concentration of attention and feelings of pleasure

2. Desire

This indicator is indicated by the urge to want to have.

3. Conviction

This indicator is indicated by the individual's feeling of confidence in the quality, usability and benefits of the product to be purchased.

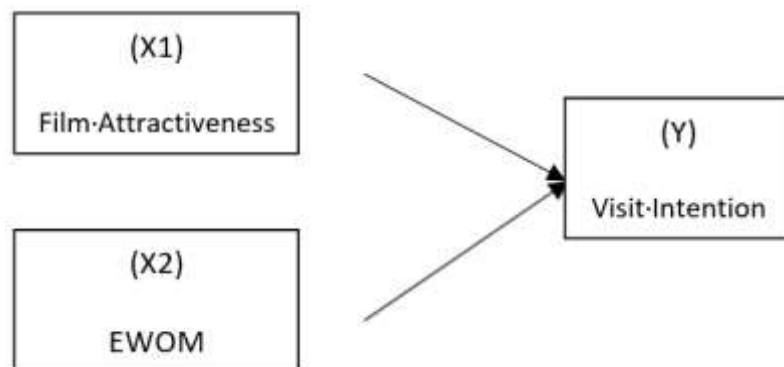
Hypothesis

The hypothesis is a temporary guess of the results of the research, so the hypothesis in this study is as follows:

H1: There is an influence of film attraction on the intention to visit Sumba (A Case Study of Susah Sinyal Movie).

H2: There is an influence of Electronic Word of Mouth on Visiting Sumba (A Case Study of Susah Sinyal Movie).

Figure 1. Conceptual Framework.



Source: Researcher Processed Data (2019).

3. Research Methods

The method used in this study is a quantitative method. Researchers chose quantitative methods because they wanted to explain a problem whose results could be generalized so as not to concern the depth of data.

The type of research used is explanatory. According to Sugiyono, "Explanatory research is a study that aims to explain the position of the variables studied as well as the relationship between one variable and another" (Sugiyono, 2012).

Population and Sample

The population in this study was people who had watched the film *Susah Sinyal* and had read reviews or seen information about the film *Susah Sinyal* on social media. The study took samples using nonprobability sampling techniques.

According to (Suryani & Hendryadi, 2015), nonprobability sampling means that each member of the population does not have the same opportunities or opportunities as the sample.

Therefore, in nonprobability sampling, researchers chose purposive sampling type. According to (Sugiyono, 2008), purposive sampling is a data source sampling technique with certain considerations. The researchers' consideration in sampling data sources is people who have visited Sumba Island.

Data Analysis Techniques

In analysing the data required in this study the authors used quantitative research methods with multiple linear regression analysis data analysis techniques.

This method is used to describe the relationship of a variable bound to two or more free variables. Multiple linear regressions are used when researching more than one independent variable (X) and one dependent variable (Y).

This analysis is a continuation of a simple linear regression analysis, which can only tell the effect of one variable (X) on a single variable (Y). And also multiple linear regressions come to mask the weakness of simple linear regression (Kurniawan & Yuniarto, 2016).

4. Research Results

Validity and Reliability Test

Before the questionnaire was distributed to all respondents, it was pre-tested first to test the validity and reliability of the statement. Pre-test is distributed to 30 respondents, for that r table is 0.361 with the condition r count > r table.

Table 1. Validity Test.

Statement	Corrected Item Total	R table	Status
X1.1	0,252	0,361	Not Valid
X1.2	0,500		Valid
X1.3	0,717		Valid
X1.4	0,698		Valid
X1.5	0,600		Valid
X1.6	0,651		Valid
X1.7	0,708		Valid
X1.8	0,479		Valid
X1.9	0,672		Valid
X2.1	0,868		Valid

X2.2	0,916	0,361	Valid
X2.3	0,750		Valid
X2.4	0,830		Valid
X2.5	0,724		Valid
Y1	0,762		Valid
Y2	0,720		Valid
Y3	0,679		Valid
Y4	0,611		Valid
Y5	0,732		Valid
Y6	0,625		Valid
Y7	0,716		Valid

Source: Researcher Processed Data (2019).

In the Table 1 explains there are 2 invalid statements due to the r count < r table so it must be eliminated and not used for dissemination to all respondents.

Table 2. Reliability Test Variables.

Cronbach's Alpha	N of Items	Cronbach's Alpha	Status
0,784	(X1) 8	0,7	Reliable
0,872	(X2) 5	0,7	Reliable
0,733	(Y) 5	0,7	Reliable

Source: Researcher Processed Data (2019).

Based on the results of data processing in the Table 2, it can be concluded that the questionnaire indicators for the variable appeal of film, electronic word of mouth, and visiting decisions are expressed reliable.

Table 3. Multicollinearity Test.

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	18,812	2,472		7,609	,000		
	DTF	,336	,080	,356	4,198	,000	,788	1,269
	EWOM	,080	,071	,095	1,126	,262	,788	1,269

a. Dependent Variable: MB

Source: Researcher Processed Data (2019).

In the Table 3 results of the linear regression equation above, it can be known that:

- a constant value of 18,812 means that if the Movie Attractiveness (X1) and Electronic Word of Mouth (X2) are zero, then the Visiting Interest (Y) value is 18, 812.
- The variable regression coefficient of Movie Attractiveness (X1) indicates a positive value of 0.336. This indicates that the Movie Attraction variable (X1) has a positive effect on increased Visit Intention (Y)
- The Regression Coefficient of the Electronic Word of Mouth (X2) variable indicates a positive value of 0.80. This indicates that the Electronic Word of Mouth variable has a positive effect on increased Visit Intention (Y).

Table 4. Multiple Regression Models Analysis.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,409 ^a	,167	,156	3,30235

a. Predictors: (Constant), EWOM, DTF

b. Dependent Variable: MB

Source: Researcher Processed Data (2019).

Table 5. F Test (Parameter Significance Test).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	321,718	2	160,859	14,750	,000 ^b
	Residual	1603,115	147	10,906		
	Total	1924,833	149			

a. Dependent Variable: MB

b. Predictors: (Constant), EWOM, DTF

Source: Researcher Processed Data (2019).

The level of significance used in this study is $\alpha = 5\%$ (0.05), with interpretation if the significance value is < 0.05 then H_0 is rejected and H_a is accepted, if the value of significance > 0.05 then H_0 is accepted and H_a is rejected. When viewed from the calculation results, there is a coefficient value of significance.

From the calculation result is adjusted r square value of 0.156. Based on the data of Table 4 above shows that the Attractiveness of Film (X1) and Electronic Word of Mouth (X2) contributed 0.156 or 15.6% in explaining Visit Intention (Y) and the remaining 84.4% was determined by other factors other than those not described in this study.

In the Table 5, 0.000 Which means the figure is smaller than 0.05. Thus, it can be concluded that there is an influence between the Film Attractiveness and Electronic Word of Mouth on The Intention to Visit Sumba. Author, please, call table by number before you insert that.

Table 6. T Test (Parameter Significance Test).

Model	Coefficients ^a				Sig.	Collinearity Statistics ^b	
	Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
	B	Std. Error	Beta	t			
1	(Constant)	18,812	2,472		7,609		

Source: Researcher Processed Data (2019).

In the Table 6 explains the T test was conducted to see if the Film Attractiveness variable (X1) and Electronic Word of Mouth (X2) individually affected the Visit Intention

variable (Y). The Level of Significance used in this study was 5% or 0.05 (Siregar, 2017).

With the following Interpretations:

1. If the significance value is < 0.05 then H_0 is rejected and H_a is accepted
2. If the significance value > 0.05 then H_0 is accepted and H_a is rejected

Research Hypothesis 1

HO1: There is no influence between Film Attractiveness and Visit Intention.

Ha1: There is an influence between Film Attractiveness and Visit Intention.

Based on calculations, the variable Film Attraction (X1) to Visiting Interest (Y) through the value of sig. indicates a number of 0.000 where the value is smaller than 0.05. It can be concluded that, H_01 is rejected which means there is an influence between the appeal of the film and the interest in visiting.

Research Hypothesis 2

HO2: There is no influence between Electronic Word of Mouth and Visit Intention.

Ha2: There is an influence between Electronic Word of Mouth and Visit Intention.

Based on calculations, the variable Film Attraction (X1) to Visiting Interest (Y) through the value of sig. indicates a number of 0.262 where the value is greater than 0.05. It can be concluded that, H_02 is accepted which means there is no influence between the electronic word of mouth and the interest in visiting.

5. Discussion

The Film Attractiveness Towards Visit Intention

With HO1's results rejected and H_01 accepted there was an influence between the film's appeal and visiting interest. This is in line with research conducted by Rattanaphinanchai and Rittichainuwat (2018) which stated that the film had a positive and significant influence to generate interest in visiting the shooting site. From the study it is said that the audience will have a positive image after watching the film and will generate interest to visit.

Electronic Word of Mouth Towards Visiting Interests

With Ho1 results accepted and Ho1 rejected, there was no influence between electronic word of mouth and visit intention. This is in line with research conducted by Farki, (Farki & Baihaqi, 2016) which stated that the interaction relationship between reviews and ratings contained in online customer review proved to have no significant relationship to trust or purchase intention. This can be hampered due to inconsistencies in answers such as reviews that have negative text with positive rating scores. The absence of different answers such as good ratings but bad reviews and vice versa can confuse others.

6. Conclusion and Suggestion

Based on the results of the research that has been done can be concluded that there is an influence between the attractiveness of the film towards visit intention and there is no influence between the electronic word of mouth towards visit intention. It is suggested that other researchers who wish to conduct research similar to this research include more independent variables so that they can explain more about changes in the level of investment decisions in society.

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