

## INTISARI

Konsumen film di bioskop kini semakin dimanjakan, sejak perubahan dalam industri perfilman terjadi, khususnya pada teknologi yang digunakan. Pada awalnya, film berupa gambar hitam putih, bisu, dan sangat cepat, kemudian berkembang hingga sesuai dengan sistem pengelihan mata kita, berwarna, dengan segala macam efek yang membuat film lebih dinamis dan terlihat lebih nyata.

Kembalinya perfilman nasional hingga saat ini masih terus mengalami beberapa tantangan. Salah satu yang menjadi tantangan terbesar adalah kompetisi dengan film-film produksi luar negeri. Persepsi harga, kelompok referensi, etnosentrisme, dan kualitas film berpengaruh terhadap sikap terhadap film Indonesia di bioskop. Kemudian sikap terhadap film berpengaruh terhadap niat menonton kembali film Indonesia di bioskop. Oleh karena itu, penelitian ini dilakukan untuk menguji pengaruh variabel-variabel tersebut. Objek penelitian ini yaitu film Indonesia di bioskop, dan sampel penelitian ini melibatkan 300 orang, yang pernah menonton film Indonesia di bioskop, yang berusia 16 sampai 55 tahun, yang tinggal di kota besar di Indonesia. Lima hipotesis diuji dengan menggunakan regresi linear berganda.

Hasil dari penelitian ini mengindikasikan bahwa persepsi harga, kelompok referensi, etnosentrisme, dan kualitas film berpengaruh positif terhadap sikap terhadap film Indonesia di bioskop. Kemudian sikap terhadap film Indonesia berpengaruh positif terhadap niat menonton kembali film Indonesia di bioskop.

Kata kunci: Persepsi Harga, Kelompok Referensi, Etnosentrisme, Kualitas Film, Sikap, dan Niat Menonton Kembali.

## ABSTRACT

Moviegoers are now getting spoiled as movie industry undergoes massive changes, particularly those on the technology used. At first, a movie was merely black and white in color, silent with no spoken dialogue, and very quick. Afterwards it has developed in such a way that it becomes appropriate to our visual system, colorful, and varied in terms of its movie effects that make it more dynamic and more realistic.

National movie industry still continues to face some challenges today. One of the biggest challenges is competition with international movies. Price perception, reference groups, ethnocentrism, and the quality of movies greatly affect attitudes towards Indonesian movies in theaters. Then, the attitudes subsequently affect the intention to rewatch Indonesian movies in theaters. Therefore, this research is conducted to examine the effects of those variables. The objects of this research are Indonesian movies in theaters, and the sample involves 300 people, living in big cities in Indonesia, who have watched Indonesian movies in theaters. Their ages range from 16 to 55 years old. Five hypotheses are tested in this research using multiple linear regression.

The results of this study indicate that price perception, reference groups, ethnocentrism, and movie qualities positively influence attitudes towards Indonesian movies in theaters. In the same way, the attitudes towards the Indonesian movies have positive influences on the intention to rewatch Indonesian movies in theaters.

**Keywords:** Perception Price, Reference Groups, Ethnocentrism, Movie Qualities, Attitudes and Intentions to Rewatch.