

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Persepsi Harga, Persepsi Kualitas dan Persepsi Kemudahan Terhadap Minat Menonton di Cinema XXI Suncity Mall Madiun. Penelitian ini menggunakan metode penelitian kuantitatif. Populasi penelitian ini adalah masyarakat yang berdomisili di karisidenan Madiun yang belum pernah menonton di Cinema XXI Suncity Mall Madiun sebanyak 384 orang yang melalui kuesioner google form. Teknik pengumpulan data penelitian ini menggunakan teknik *Nonprobability Sampling* dengan metode pengambilan sampel menggunakan *Purposive Sampling*. Metode analisis data penelitian ini menggunakan analisis Regresi Linier Berganda dengan menggunakan program SPSS 25. Analisis data yang dilakukan dengan menggunakan Uji Asumsi Klasik, Linier Berganda, Uji t. Hasil penelitian ini membuktikan bahwa 1) Persepsi Harga berpengaruh positif dan signifikan terhadap Minat Menonton di Cinema XXI Suncity Mall Madiun, 2) Persepsi Kualitas berpengaruh positif dan signifikan terhadap Minat Menonton di Cinema XXI Suncity Mall Madiun,- 3) Persepsi Kemudahan berpengaruh positif dan signifikan terhadap Minat Menonton di Cinema XXI Suncity Mall Madiun.

Kata Kunci: Persepsi Harga, Persepsi Kualitas, Persepsi Kemudahan, Minat Menonton

ABSTRACT

This study aimed to determine the Influence of Price Perception, Quality Perception and Ease of Convenience towards Watching Interest at Cinema XXI Suncity Mall Madiun. This study used a quantitative research method. The population of this study were Madiun residency people who had never watched at Cinema XXI Suncity Mall Madiun as many as 384 people who went through a google form questionnaire. The data collection technique for this study used the Non-probability Sampling technique with a sampling method using Purposive Sampling. The data analysis method for this study used Multiple Linear Regression analysis using the SPSS 25 program. Data analysis was carried out using the Classical Assumption Test, Multiple Linear, t-Test. The results of this study prove: (1) Price Perception has a positive and significant effect towards Watching Interest at Cinema XXI Suncity Mall Madiun; (2) Quality Perception has a positive and significant effect towards Watching Interest at Cinema XXI Suncity Mall Madiun; (3) Ease of Convenience has a positive and significant effect towards Watching Interest at Cinema XXI Suncity Mall Madiun.

Keywords: Price Perception, Quality Perception, Convenience Perception, Watching Interest.