

FINAL PAPER

**THE EFFECT OF TRAILERS, STAR POWER, WORD OF
MOUTH AND CRITICS REVIEW TOWARDS WATCHING ‘MY
STUPID BOSS’ DECISION IN XXI CIPUTRA WORLD
SURABAYA**

Submitted as a requirements to obtain the
degree of Sarjana Ekonomi Strata Satu

By:

NAME: POOJA AMAR LAKHWANI

NPM: 01120130043



**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS PELITA HARAPAN
SURABAYA
2016**



UNIVERSITAS PELITA HARAPAN SURABAYA STATEMENT OF ORIGINALITY OF FINAL PAPER

I, a student of International Business Management Study Program, Faculty of Economy, Pelita Harapan University of Surabaya with the following:

Student Name : Pooja Amar Lakhwani
NPM : 01120130043
Department : Management

Hereby declare that the Thesis Proposal that I have written, titled **“THE EFFECT OF TRAILER, STAR POWER, WORD OF MOUTH AND CRITICS REVIEW TOWARDS WATCHING ‘MY STUPID BOSS’ DECISION IN XXI CIPUTRA WORLD SURABAYA”** is:

- 1) Written and completed by myself using lecture materials, field research, textbooks, and journals listed in the references sections of this Final Paper.
- 2) Not a duplication of published final paper or thesis used for obtaining the Bachelor’s degree from other universities, except for the review of literature with proper reference citation; and
- 3) Not a translation of a book or journal listed in the references section of this Final Paper.

If I am proven for not being truthful, this Thesis Proposal will be invalid or cancelled.

Surabaya, 18 August 2016

Declared by,



Pooja Amar Lakhwani



**UNIVERSITAS PELITA HARAPAN SURABAYA
FAKULTAS EKONOMI**

AGREEMENT OF MENTORING GUIDANCE FOR THESIS PROPOSAL

**THE EFFECT OF TRAILER, STAR POWER, WORD OF MOUTH & CRITICS
REVIEW TOWARDS WATCHING 'MY STUPID BOSS' DECISION IN XXI
CIPUTRA WORLD**

By:
Name : **Pooja Amar Lakhwani**
NPM : **01120130043**
Department : **Manajemen**

Has been checked and recommended for final and comprehensive oral defense in order to obtain the degree of *Sarjana Ekonomi* at *Fakultas Ekonomi*, Universitas Pelita Harapan Surabaya.

Surabaya, 18 August 2016

Agreed;

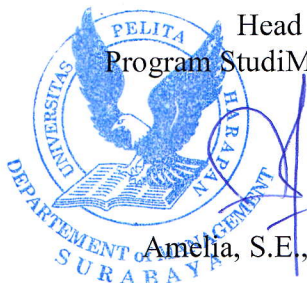
Advisor

Oliandes Sondakh, S.E., M.M

Co-Advisor

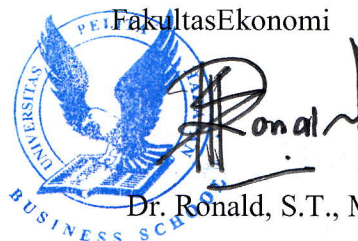
Hanani M. Gunawan, BA, MBA.

Head
Program Studi Manajemen



Amelia, S.E., M.M.

Dean
Fakultas Ekonomi



Dr. Ronald, S.T., M.M.






**UNIVERSITAS PELITA HARAPAN SURABAYA
FAKULTAS EKONOMI**

FINAL PAPER EXAMINATION COMMITTEE

On Thursday, 15th September 2016, this Final Paper has been examined in a comprehensive oral presentation to fulfill one of the academic requirements to obtain the degree of *Sarjana Ekonomi* at the *Fakultas Ekonomi*, Universitas Pelita Harapan Surabaya.

Name : Pooja Amar Lakhwani
NPM : 01120130043
Department : Management

The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled "**THE EFFECT OF TRAILERS, STAR POWER, WORD OF MOUTH & CRITICS REVIEW TOWARDS WATCHING 'MY STUPID BOSS' DECISION IN XXI CIPUTRA WORLD SURABAYA**" where the following:

Name	Status	Signature
1. Oliandes Sondakh, S.E., M.M	as Head of the Committee and Thesis Advisor	
2. Amelia, S.E RFP-1. M.M	as the Member of the Committee	
3. Yanuar Dananjaya, B.Sc., M.M	as the Member of the Committee	

ACKNOWLEDGEMENTS

First of all, I want to praise and deepest gratitude to God for blessing and help me to complete this thesis on time. His guidance, blessings, comfort, and encouragements are the other reasons why I am capable to finish the study process in Pelita Harapan University Surabaya. Especially in the final research paper that entitled **“THE EFFECT OF TRAILER, STAR POWER, WORD OF MOUTH & CRITICS REVIEW TOWARDS WATCHING ‘MY STUPID BOSS’ DECISION IN XXI CIPUTRA WORLD SURABAYA”** as a requirement for obtaining bachelor’s degree in Economy majoring in International Business Management in the Faculty of Business School of Pelita Harapan University Surabaya.

The author would like to take this opportunity to give immeasurable appreciation and gratitude for the help and support are extended to the following persons/institutions who in one way or another have contributed in making this study possible.

1. Dr. Ronald S., S.T., M.M. as the Vice Rector of Universitas Pelita Harapan Surabaya.
2. Oliandes Sondakh, S.E., M.M. as the First Thesis Advisor and PA of International Business Management 2013, who has painstakingly spent her valuable time to guide and give excellent suggestions to me in completing this paper. Her patience, supports, and comfort are the things that she always gives to us that make us feel warm and calm in every situation whenever we are with her. Thank you so very much Mam Oli for being my advisor and I guess thank you is just not good enough to really thank her for all that she has done for me, for my thesis, how much she has helped me through out and even before and after, day and night. I can never get a better teacher than Mam Oli. She is the most kind hearted and patient teacher I ever met in my life where she helped me find my strength, drive away my tears, and conquer fears. I always thank the holy lord for making me meet Mam Oli and that I am very much grateful that she is my advisor for my

thesis. Thank you so very extremely much Mam for everything! You are incredible! And I love you mam!

3. Hananiel M. Gunawan, B.A., MBA. as the Second Thesis Advisor, who has always been there for me just to calm me down when I am really stressed out with the thesis. He is always so welcoming when I sit in his office just to chit chat and joke around. The one teacher that I can really be open to talk to and not feel he is my teacher but more of a friend and a counselor. He is my mood booster and taught me to look at the future when thesis is all over and how relieved I will be. His guidance and support are really very much appreciated. Thank you so so so much Sir Nathan for everything. You are the best!
4. International Business Management 2013 students, which are Fichela, Gracia, Kelvin, David, Mark, Wylie, Jason, Christopher, Hendry, and Fifi. Thank you all for being such an unforgettable classmates who are so united and go through the past 3 years ups and downs together. From being strangers to classmates to friends to spending all the time in UPHS together, be it studying together for test or exams or even lunch at the same time study in the class, or even going for lunch together either in food court or outside. The times we had during our Study Excursion will be cherished always. And also how you all have gotten used to the fact that Chely and I will go hyper at times. I will seriously miss our class moments. 3 years in UPHS would not be this awesome if it wasn't for you guys. I have never have had a class that is this united as we are. I love you all my fellow mates IBM13!!
5. My biggest, largest gratitude to my extraordinary parents. I am beyond blessed to have parents like you Mom and Dad. I won't be who I am right now if it weren't for you both. My love for you both are unconditional, though I never express it, but deep down in my heart, you both mean the world to me. How much you both struggle for my happiness and being my pillar of strength, always being all ears if I need someone to talk to, always eager to give me a helping hand. Always being

so patient, understanding, having a huge heart and full of support though I can be a pain at times but you both are patient and tolerant. I love you Mom and Dad!
Thank you for everything!

6. My cheeky brother Mohit, you can be really annoying at times but I hope you know that I love you too and that you are really an incredible brother and I thank God that I have you in my life. We might not have spent much time during our childhood days, but now we are together and have been very close and at times I feel you are my older brother on how you take care, protect, tease and pamper me. I know I myself can be super talkative, full of complaints and hyper and you just let me be without complaining anything and full of ears, you are very patient and supportive brother. I can't ask for a better brother than you. I love you Mohit!
7. My other family member, who support me as well, guided me, accompanied me and motivated me. I am blessed to have such beautiful relatives.
8. My best friend, my cousin but more like my sister, Fichela Dwirani, I can't imagine my life without you, I don't know what will I be and where will I be if you are not my best friend. You have always been there for me 24/7, through good and bad times. Though we met when we were young and did not remember, but as you entered UPHS, we got so close and are inseparable, though we know each other for 3 years, it felt as if we know each other for a life time. Thank you for being in my life, my best friend, my sister. Thank you for accepting me for who I am. I am grateful to have you in my life, for being the best friend I ever had in my life and I pray nothing will come in between our friendship and that we will last for a life time. I love you Chel <3
9. I want to thank my other friends, thank you too for being in my life as my friend who are full of laughter and so cheerful and can ease me when I was going crazy. I love you all too and I am blessed to have you all in my life as well.

10. All who have contributed to fill the questionnaire of my research paper. Without you I will not be able to finish the thesis on time, thank you!

Last but not least, my very sincere thanks to those who are not mentioned personally here, without their supports, guidance, patience, and cooperation, this paper could have never been written. Although this thesis is far from being perfect, but I hope that this thesis will be useful for further usage.

Surabaya, 18 August 2016

Pooja Amar Lakhwani

TABLE OF CONTENT

TITLE PAGE

STATEMENT OF ORIGINALITY OF FINAL PAPER	i
AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDICES	xi
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Problems.....	9
1.3 Research Objectives.....	9
1.4 Research Contribution	10
1.4.1 Theoretical Advantage.....	10
1.4.2Emperical Advantages.....	10
1.5 Research Limitation.....	10
1.6 Research Outline.....	11
CHAPTER II REVIEW OF RELATED LITERATURE	12
2.1 Buying Behavior	12
2.2 Trailer	13
2.3 Star Power.....	15
2.4 Word of Mouth	16

2.5 Critics Review	18
2.6 Relation among Variable	20
2.6.1 The effect of Trailer on Consumer Buying Decision	20
2.6.2 The effect of Star Power on Consumer Buying Decision	20
2.6.3 The effect of Word of Mouth on Consumer Buying Decision	21
2.6.4 The effect of Critics Review on Consumer Buying Decision	21
2.7 Theoretical Framework.....	22
2.8 Operational Framework.....	23
2.9 Hypothesis	24
CHAPTER III RESEARCH METHOD	25
3.1 Research Design	25
3.2 Research Variables	25
3.2.1 Operational Definitions.....	25
3.2.2 Variable to be Tested	27
3.2.3 Levels of Measurement and Scaling Techniques.....	27
3.3 Method of Data Collection.....	28
3.3.1 Source of Data	28
3.3.2 Sample and Sampling Plan.....	28
3.3.3 Research Instruments.....	29
3.4 Method of Data Analysis.....	30
3.4.1 Validity Test.....	30
3.4.2 Reliability Test.....	30
3.4.3 Classical Assumption Test	30
3.4.3.1 Normality Test.....	31

3.4.3.2	Homoscedasticity Test.....	31
3.4.3.3	Linearity Test.....	31
3.4.3.4	Multicollinearity Test.....	31
3.4.4	Multiple Linear Regression Analysis	32
3.4.5	Coefficient of Correlation(r) and Coefficient of Determination (R ² /Adj. R2).....	33
3.4.5.1	Coefficient of Correlation (r).....	33
3.4.5.2	Coefficient of Determination (R ² /Adj. R2).....	33
3.4.6	Hypothesis Testing	33
3.4.6.1	F-test	33
3.4.6.2	t-test	33
CHAPTER IV	RESULT AND DISCUSSION	35
4.1	Description of Research Object.....	35
4.1.1	Description of Cinema XXI Ciputra World Surabaya	35
4.1.2	Description of My Stupid Boss	36
4.1.3	Reza Rahadian.....	37
4.1.4	Bunga Citra Lestari	38
4.2	Data Analysis.....	39
4.2.1	Descriptive Statistic of Respondents Perception	39
4.2.1.1	Descriptive Statistic of Trailer.....	40
4.2.1.2	Descriptive Statistic of Star Power	42
4.2.1.3	Descriptive Statistic of Word of Mouth	44
4.2.1.4	Descriptive Statistic of Critics Review.....	46
4.2.1.5	Descriptive Statistic of Buying Decision.....	48

4.3 Hypothesis Testing	49
4.3.1 Validity Test.....	49
4.3.2 Reliability Test.....	50
4.3.3 Classical Assumption Test of Normality	51
4.3.4 Classical Assumption test of Homoscedasticity	52
4.3.5 Classical Assumption Test of Linearity.....	53
4.3.6 Classical Assumption Test of Multicollinearity.....	53
4.3.7 Multiple Linear Regression of Trailer, Critics Review, Star Power and Word of Mouth on Buying Decision.....	53
4.4 Discussion	54
4.4.1 Analysis of Trailer.....	54
4.4.2 Analysis of Critics Review.....	55
4.4.3 Analysis of Star Power.....	57
4.4.3.1 Analysis of Star Power on Reza Rahadian	57
4.4.3.2 Analysis of Star Power on Bunga Citra Lestari.....	58
4.4.4 Analysis of Word of Mouth	59
4.4.5 Analysis of Buying Decision	60
4.4.6 Multiple Linear Regressions of Trailer, Critics Review, Star Power and Word of Mouth on Buying Decision	61
CHAPTER V SUMMARY, CONCLUSION, AND RECOMMENDATION	64
5.1 Summary.....	64
5.2 Conclusions	66
5.3 Recommendations	64
5.3.1 Recommendations for Cinema XXI	67
5.3.2 Recommendations for future research	68

LIST OF TABLES

Table 1	Preliminary Interview	5
Table 2	Surabaya Cinema XXI	8
Table 3	Operational Definitions.....	25
Table 4	The Value of r	33
Table 5	Interpretation of r- value	33
Table 6	Description of Mean Rating Index.....	40
Table 7	Description Statistic of Trailer.....	40
Table 8	Description Statistic of Star Power	42
Table 9	Description Statistic of Word of Mouth.....	44
Table 10	Description Statistic of Critics Review	46
Table 11	Description Statistic of Buying Decision.....	48
Table 12	Validity Test Result	49
Table 13	Reliability Test result	50
Table 14	Normality test of Kolmogorov Smirnov result	51
Table 15	Homocedasticity test for Spearman Rho result.....	52
Table 16	Linearity test result.....	53
Table 17	Multicollinearity test result	53

LIST OF FIGURES

Figure 1	Movie Production in Indonesia.....	2
Figure 2	My Stupid Boss Poster	7
Figure 3	My Stupid Boss Trailer.....	7
Figure 4	My Stupid Boss Review	8
Figure 5	Theoretical Framework.....	22
Figure 6	Operational Framework.....	23
Figure 7	Cinema XXI Ciputra World Surabaya.....	36
Figure 8	My Stupid Boss Poster	37
Figure 9	Reza Rahadian	38
Figure 10	Bunga Citra Lestari.....	39
Figure 11	Normal Probability Plot.....	51
Figure 12	Scatter Plot	52

APPENDICES

Appendix A: Questionnaire (English).....	A-1
Appendix B: Questionnaire (Bahasa Indonesia)	B-1
Appendix C: Excel Data.....	C-1
Appendix D: SPSS Result.....	D-1