

ABSTRACTION

This Research aimed to determine the effect of Word Of Mouth, Distribution, and Promotion of The Consumers' Decision in Choosing National Films. The Problem of this research showed a phenomenon of business in the National Film Industry. Therefore, the research problem is: how to improve The Consumers' Decision to watch movies in theaters by knowing their current consumption behavior.

Purposive method was chosen to obtain required data in this study. This study used 100 respondents as a sample, and all of respondents were S1 students in the Faculty of Economics and Business, University of Diponegoro Semarang. Data were collected through a survey using an online questionnaire filled by consumers. Then, the obtained data were analyzed using multiple regression analysis.

This research resulted the regression equation: $Y = 0,394X_1 + 0,235 X_2 + 0,237 X_3$. The analysis result indicates that Decision to Choose a National Film can be explained by the variable Characteristics of Film, Word Of Mouth, Distribution, and Promotion 30.3%, while the remaining 69.7% is explained by other variables outside of the four independent variables used in this study.

Keywords: Word Of Mouth, Distribution, Promotion.