

ABSTRACT

This study aims to analyze influence the variable quality service, quality film, community effect and price perceptions and attitudes watching toward the influence of the variable watching interest. The use of these variable are expected to know the factors that influence a consumer's attitudes watching directly affects the interest to watch a product(film).

This study uses a sample of 150 respondents, namely the E-Plaza cinema audience at the Faculty of Economics and Business Diponegoro University Semarang through the dissemination of the questionnaire by non random sampling method. Data analysis methods used in this study is a descriptive statistical analysis and regression analysis. Descriptive statistical analysis is the interpretation of data obtained in this study and the data processing which is executed by giving descriptions and explanations. Regression analysis include validity and reliability, the classical assumption test, multiple regression analysis, determination of test, test of Goodness of Fit via the F test and t test.

The result of this study is quality service, quality film, community effect and price perceptions have a positive effect on attitudes watching and attitudes watching also has a positive effect on watching interest. Variable of quality film is the most influential of attitude watching and watching interest influenced by attitudes watching toward.

Keywords : quality service, quality film, effect community and price perceptions, attitudes watching, watching interest