

# Factors that Influence Purchase on Cinema Online Tickets Using Tix-Id Application, through Buying Interest

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## Factors that Influence Purchase on Cinema Online Tickets Using Tix-Id Application, through Buying Interest

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*Abstract:* - The purpose of this study was to determine the factors that affect directly and indirectly such as promotion, convenience, and security on the decision to purchase online cinema tickets with the TIX ID application through consumer buying interest. The data collection technique uses a questionnaire that is distributed online via the google application form. Data analysis methods include validity, reliability, classical assumptions, and SEM tests. The number of samples in this study were 200 respondents who had met the minimum requirements for using SEM (structural equation models). Data processing using SPSS and AMOS. The results showed that promotion and convenience factors had a significant effect on purchase intention, while security did not have a significant effect on purchase intention. The results of statistical tests show that there is no influence of the promotion, convenience, and security variables on purchasing decisions. Furthermore, the results show that promotion and convenience factors indirectly influence purchasing decisions through purchase intention.

*Key-Words:* - Convenience, Security, Purchase Decision, Buying Interest, Promotion.

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### 1 Introduction

The current development of computer, communication and digitalization technology has spurred various industrial, production and service sectors to adopt these developments for the advancement of a company or organization. These advances, especially in the field of information technology and digitalization, have triggered various sectors such as transportation, health, banking and various other sectors to adopt them. In today's modern era, the use of information technology in

financial transactions has become very important. The development of electronic or digital financial transactions is very rapid along with the behavior of people who have limited time and follow trends in technological developments in their daily lives, including their rapid impact in the social, economic, and cultural aspects of society or consumers. This in turn demands changes and developments in financial transactions to become more efficient and modern.

The development of digital or online transactions also has an impact on the service industry sector such as cinemas to keep abreast of advances with the latest technological developments. One of the service industry sectors that has recently become the public spotlight is film and cinema. This industry has had its ups and downs in its life. After a long period of being dim and less attractive to the local community and also due to the influence of the Covid 19 pandemic, it turns out that in the last 3 years it has revived.

The development of the film industry encourages the development of the number of competing cinemas. This means that those cinemas must actively market their service industries as public facilities in line with the increasing number of viewers. In Indonesia today, there are 5 types of theaters including CGV Blitz, Cinemax, Platinum Cineplex and the last one is Cinemax 21 Group. The more types of cinemas that appear, the more business competition among the cinemas in question. Cinema entrepreneurs must develop innovations in the products and services offered by Cinemax21. Cinemax21 is the largest cinema group in Indonesia which started its work in the entertainment industry since 1987. More than 30 years, Cinemax21 is committed to always providing the best viewing experience for Indonesians through its marketing activities.

Along with advances in information technology, Cinemax21 has begun to utilize information technology to carry out various marketing activities. Several online movie ticket purchase services are made based on applications, namely TIX ID, M-TIX, CGV Cinemas, and Book MyShow. Currently, one of the applications participating in mobile commerce that has the leading entertainment service in Indonesia is the TIX ID application. TIX ID was launched by PT. Nusantara Elang Sejahtera which was released on March 21, 2018. TIX ID can provide a new experience in purchasing cinema tickets and strive to understand consumer satisfaction. This application is not a card but an account in the application that has been provided. Consumers can immediately use the TIX ID application to make it easier for viewers to buy cinema tickets without the hassle of queuing and are free to choose seats anywhere and anytime, as long as supplies last.

TIX ID also offers many features that can be accessed easily apart from purchasing cinema tickets. For this reason, TIX ID provides a digital wallet for various payment purposes. With this payment model, it is easier for viewers to directly make payments online using the balance on the

card. The TIX ID application is also very aggressively promoting so that through various innovations and marketing strategies, this application can attract potential consumers to use it more. One form of TIX ID promotion is the buy 1 get 1 free pattern every Wednesday. New TIX ID users are given a 50% discount voucher at certain times. Through such a marketing pattern, currently TIX ID has high competitiveness against their competitors. Thus, factors such as perceived convenience, safety, buying interest are important factors that need to be explored further.

On the basis of what has been described previously, a study is needed on "the direct and indirect effect of promotion, convenience and security on the decision to purchase online cinema tickets using the Tix Id application through purchase intention".

## 2 Literature Review

### 2.1 Consumer Behavior

Consumer behavior, according to Mothersbaugh, et al. [1], is defined as the activities immediately engaged in the acquisition, consumption, and disposal of goods and services, as well as the decision processes that precede and follow these acts. Accordingly, consumer behavior is defined as "all activities, behaviors, and psychological processes that drive these behaviors before to buying, when purchasing, using, and spending items and services after completing the items above, or while assessing activities" [2]. Meanwhile, Kotler & Armstrong [3] describes consumer behavior as the purchasing habits of end consumers, including individuals and families, who purchase goods for personal use.

Consumer behavior might be defined as an individual and household decision-making process before purchase and behaviors in getting, using, consuming, and disposing of things based on those criteria.

### 2.2 FinTech Definition

The term fintech itself is an abbreviation of the word financial technology, which means a company that combines financial services with modern and innovative technology. Financial Technology, commonly known as FinTech, is a new financial service model produced through information technology innovation, according to Hsueh & Kuo [4]. Financial Technology (FinTech) is a term that refers to a mixture of technology and financial aspects, or it may also refer to financial sector innovation with a modern twist.

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FinTech companies strive to attract clients by offering goods and services that are more user-friendly, efficient, transparent, and automated than what is already available. Despite the lack of agreement on the appropriate description of FinTech and the fact that it is premature to describe a continuously growing subject, following the various tries to explain it will provide a thorough understanding of this modern world. FinTech refers to businesses or representatives of companies that integrate financial services with cutting-edge technology [5]. According to the report, the Fintech sector may also be separated into many broad industries based on their distinct business methods. Fintech may be classified depending on the extent of engagement in finance, asset management, and payment, such as mobile payment, using the classic value-adding analogue to universal banks. In this context, mobile payment refers to a payment system that uses a mobile device or smartphone to complete transactions, including financial instruments such as cash, debit or credit accounts, and stored account value (SVA) such as transportation cards, gift cards, and mobile wallets.

### 2.3 Promotion

Promotion is an action used to persuade customers to get familiar with the company's offerings, which leads to them being satisfied and purchasing the product [6]. The practice of combining or blending advertising, personal selling, sales promotion, public relations, and direct marketing is often associated with promotion as persuasive communication, and communication strategies include a habit of mixing or blending advertising, personal selling, sales promotion, public relations, and direct marketing (direct mailing, e-mail, and telemarketing).

The purpose of this definition is the activity used to communicate information about the product to be sold to potential consumers. In addition to communicating information about a product, promotion is also used as a means to persuade and influence consumers to consume the product.

### 2.4 Convenience

The degree to which computer technology is seen as reasonably simple to comprehend and utilize is referred to as convenience or ease of use. This ease is due to the fact that operational transactions are completed online. Convenience is the most important thing that must be considered by providers or online sellers. This convenience can be of various levels, depending on the user or the buyer himself, but of course basically there is a standard of convenience that is the same level for all users.

Online buyers are usually compared to offline buyers, what is offered in online buyers usually must be better than what is offered in offline buyers, convenience is often one of the attractions. From the ease of accessing the choice of goods or shipping. The internet that allows access to stores from anywhere is one simple example of the convenience offered by e-commerce providers, prospective buyers can now access stores from anywhere on a laptop, PC or mobile device, be it a smartphone or tablet [7].

According to Ardyanto [8], this convenience will influence behavior, with the greater a person's impression of the system's ease of use, the greater the degree of information technology use. Manufacturers and businesses typically make it easier for clients to purchase things by supplying a product or commodities that they have requested. How to do online transactions is also connected to ease or convenience.

### 2.5 Security

How to prevent or at least detect fraud in an information-based system when the data has no physical meaning is known as online transaction security. Because of the high value of information, certain people are frequently unable to obtain the information they want. With so many cases of fraud, the security factor is also one of the important issues facing e-commerce users. Fraud cases that occur in online transactions are certainly worrying for both sellers and buyers, with the many cases of course making buyers and sellers more selective when making transactions through online media [9]. According to Andriyani [10], this condition suggests that customers will not make purchases until security assurances are provided because inadequate security assurances will undoubtedly lead customers to be concerned, preventing them from making purchases. When online stores can improve security and give guarantees to customers, customer trust in buying rises.

Based on research from Riquelme & Román [11], security indicators include: data confidentiality, secure payment methods, terms and conditions are easy to understand and risks when making transactions.

### 2.6 Buying Interest

According to Schiffman & Kanuk [12], buying interest is a psychological activity that arises from feelings (affective) and thoughts (cognitive) about a desired item or service. That interest in purchasing a product can be interpreted as a happy attitude



toward an object that motivates people to seek out these objects by paying money for them. Customer attitudes about a product shape buying interest, which stems from consumer faith in the product's quality. Customer buying interest will decline as consumer confidence in a product declines. Interest is defined as a state in which consumers have not yet performed a particular action that may be utilized to forecast that behavior or activity.

Consumer buying interest, according to Kotler & Keller, [6] is a consumer behavior in which customers have a desire to purchase, utilize, consume, or even want a product given. Two elements also impact a person's purchasing interest in the decision-making process: unexpected events and attitudes toward others (Respect to Others). Buying interest indicates a buyer's intent to make a future purchase.

### 2.7 Purchase Decision

Purchasing decisions, according to Schiffman & Kanuk, [12] are the choice of two or more alternative buy decision choices, implying that one can make selections if multiple other possibilities are offered. The process of making a purchase choice might influence how the buyer made the decision. Tjiptono [13] says that the purchase decision is a series of processes that begin with the consumer recognizing a problem, searching for information about a specific product or brand, and evaluating how well each of these alternatives can solve the problem before making a purchase decision.

Furthermore, as per Kotler & Keller [6], the purchasing decision process is a five-stage process that consumers go through, beginning with problem recognition, information seeking, evaluating alternative solutions, purchasing decisions, and post-purchase behavior long before the purchase. What customers do has a long-term influence. In purchasing decisions, there are four factors to consider appropriateness for requirements, advantages, accuracy in selecting the goods, and recurrent purchases.

### 2.8 Research Framework

In Figure 1, a framework has been formed that illustrates this research, there are promotion, convenience, and security variables that affect purchasing decisions with the buying interest variable as an intervening variable.

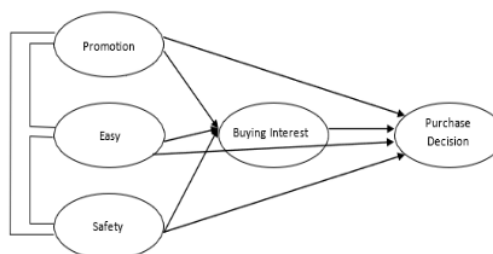


Fig. 1: Research Framework

### 2.9 Hypothesis

The hypothesis might be stated as follows, based on the framework and theory presented in the literature study:

- H\_1 : It is assumed that promotion affects the interest in buying online cinema tickets using the TIX ID application
- H\_2: It is assumed that convenience affects the interest in buying online cinema tickets using the TIX ID application
- H\_3: It is suspected that security affects the interest in buying online cinema tickets using the TIX ID application
- H\_4: It is assumed that promotions have an effect on online ticket purchase decisions for cinemas using the TIX ID application
- H\_5: It is assumed that convenience affects the decision to purchase online cinema tickets using the TIX ID application
- H\_6: It is assumed that security affects the decision to purchase online cinema tickets using the TIX ID application
- H\_7: It is assumed the decision to purchase online cinema tickets using the TIX ID application is thought to be influenced by buying interest

### 3 Research Methods

This research was held in the Bogor Regency area, with respondents chosen based on having purchased movie tickets using the TIX ID app. The time of this research was from May to June 2020. In this study, to obtain primary data, a questionnaire was distributed online using google form. This method was used because it was still in the state of the Covid Pandemic 19. Thus the data were obtained from respondents' answers which were arranged ordinal based on a Likert scale of 1 - 5, with a statement order strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and strongly disagree = 1.

The population of this research is respondents who have purchased cinema tickets through the TIX ID application. It is assumed that

these respondents have the same tendency to purchase cinema tickets on the TIX ID application. The number of samples in this study amounted to 200 people. This meets Ferdinand criterion [14] for calculating sample size, which stipulates that a sample size of larger than 30 and fewer than 500 is sufficient for all investigations. Furthermore, SEM analysis necessitates good samples ranging from 100 to 200 samples.

### 3.1 Operational Definition of a Variable

Table 1 shows the operational definitions of the variables in the study as well as their measurement techniques.

Table 1. Operational Definition of Variables

Variable	Definition	Indicator	Scale
Promotion (X1)	The company's activities aimed at communicating the product's benefits and persuading customers	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Sales promotion</li> <li>3. Personal selling</li> <li>4. Public relations</li> <li>5. Direct marketing</li> </ol>	Likert Scale 1-5
Easy (X2)	The confidence of application or website users can be used without problems and without problems	<ul style="list-style-type: none"> <li>▪ Clear and easy to understand (uncomplicated application)</li> <li>▪ It doesn't take much effort to interact easy to use system</li> <li>▪ Flexible (the application can be used at any time)</li> <li>▪ Easy to operate (the application is easy to operate accordingly needs)</li> </ul>	Likert Scale 1-5
Security (X3)	Security is a sense of security felt by consumers when making transactions online without feeling danger or be fooled	<ul style="list-style-type: none"> <li>▪ confidentiality of data</li> <li>▪ safe payment methods</li> <li>▪ risks when making transactions</li> <li>▪ clear provisions</li> </ul>	Likert Scale 1-5
Buying Interest (Y1)	In a consuming attitude, buying interest is one of the component behaviors. The respondent's	<ul style="list-style-type: none"> <li>▪ Transaction interest</li> <li>▪ Referential interest</li> <li>▪ Interest preferences</li> </ul>	Likert Scale 1-5

	tendency to act before the purchasing choice is implemented is known as purchase intention.	<ul style="list-style-type: none"> <li>▪ Explorative interest</li> </ul>	
Buying Decision (Y2)	Is a process carried out by consumers in determining a decision to make a transaction on line	<ul style="list-style-type: none"> <li>▪ Consumer needs</li> <li>▪ Has benefits</li> <li>▪ Accuracy in buying products</li> <li>▪ Repeat purchase</li> </ul>	Likert Scale 1-5

### 3.2 Data Analysis Method

The data analysis approach employed in this study was structural equation modelling (SEM), which was preceded by many research instruments testing such as validity and reliability tests, as well as traditional assumption tests such as normality, multicollinearity, and heteroscedasticity tests [14].

### 3.3 Stages of Modeling and Structural Equation Analysis

The Structural Equation Modeling (SEM) approach is a development of route analysis and multiple regression, both forms of multivariate analysis, according to Ferdinand [15]. The step diagram for the structural equation model approach follows the following seven main steps:

- Relation of theoretical models
- Development of path diagrams or flowcharts built on constructs to show causality relationships
- Convert path diagrams into equations
- Determine the input matrix and estimate the proposed model, estimated model coefficients and evaluate the criteria for goodness of fit.

The following are some of the most widely used suitability indexes and cut-off values:

- Degree of Freedom (DF) or degrees of freedom (DB) must be positive, which indicates the model is not underidentified. CMIN / DF generally ranges from  $\leq 2.0-3.0$  as an indicator to measure the suitability of the model.
- Chi-square value at the probability level  $\rho \geq 0.05$  or  $\rho \geq 0.1$  is expected to be low. The tested model is considered good or satisfactory if the chi-square value is smaller than the table value.

- RMSEA (Root Mean Square Error of Approximation) index is used to adjust for the chi-square in a large sample, indicating the model's appropriateness.  $RMSEA \leq 0.08$  is a requirement so that the model shows a close fit of the model.
- GFI (Goodness of Fit =  $R^2$  in regression) and AGFI (adjusted  $R^2$ ) are size ranges that take into account the weighted proportion of variance in a sample covariant matrix. They range from 0 (poor fit) to 1 (perfect fit). GFI and AGFI values  $\geq 0.90$  indicate good fit, if between  $0.80 \leq GFI$  and  $AGFI \leq 0.90$  it indicates marginal fit (moderate).
- TLI (Tucker Lewis Index) is an incremental fit alternative that compares a tested model to a baseline model. Acceptance 0.95 is recommended as a reference value for model acceptance.
- The CFI (Comparative Fit Index) is an index whose magnitude is unaffected by sample size, making it ideal for determining a model's level of acceptance. The expected value is  $\geq 0.94$
- Model interpretation and modification.

Table 2 contains detailed descriptions of the goodness of fit model and the model adequacy criteria.

Table 2. Goodness of Fit Model Index

Goodness of Fit Index	Cut-off Value
Chi-Square ( $\chi^2$ )	Small expected
Degree of Freedom (df)	Positive
Significance Probability (P-Value)	$\geq 0.05$
RMSEA	$\leq 0.08$
GFI	$\geq 0.90$
AGFI	$\geq 0.90$
CMIN/DF	$\leq 2.00$
TLI	$\geq 0.95$
CFI	$\geq 0.94$

## 4 Results and Discussion

### 4.1 Instrument test results

To find out whether the questions tested are valid or not, it can be seen from the Item-total statistics table for each item (questions in the questionnaire) in the Corrected Item-total Correlation column. The variables of each question are used to conduct this test. The Corrected Item-Total Correlation value

exceeds the r table value, indicating valid question items. The validity test results show that all correlation values (r count) are greater than or equal to the value of r table or are declared valid, as shown in Table 3. In Table 3, it consists of column 1 (variable name), column 2 (indicator code), column 3 Correlation calculated value), column 4 (r table value 5%) and column 5 (information). When the value of column 3 is greater than column 4, it is stated that the indicator is valid. The test results in Table 3 show that all indicators used are valid

Table 3. Result of Validity Test

(1) Variable	(2) Indicat or Code	(3) Correlation (r calculated)	(4) Value of rtab (N=30 $\alpha=5\%$ )	(5) Information
Promotion	PM1	0,720	0,361	Valid
	PM2	0,692	0,361	Valid
	PM3	0,749	0,361	Valid
	PM4	0,708	0,361	Valid
	PM5	0,756	0,361	Valid
Easy	KMD1	0,828	0,361	Valid
	KMD2	0,868	0,361	Valid
	KMD3	0,831	0,361	Valid
	KMD4	0,771	0,361	Valid
	KMD5	0,785	0,361	Valid
Security	KMN1	0,776	0,361	Valid
	KMN2	0,806	0,361	Valid
	KMN3	0,659	0,361	Valid
	KMN4	0,722	0,361	Valid
Buying Interest	MB1	0,847	0,361	Valid
	MB2	0,831	0,361	Valid
	MB3	0,867	0,361	Valid
	MB4	0,796	0,361	Valid
Buying	KP1	0,756	0,361	Valid
	KP2	0,825	0,361	Valid

Decision	KP3	0,848	0,361	Valid
	KP4	0,800	0,361	Valid

Source: Processed Primary Data, 2020

Furthermore, the reliability test uses the Cronbach's Alpha formula. The results of the reliability test show that the variables of promotion, convenience, security, purchase intention, and purchase decision have a Cronbach's Alpha value greater than 0.60 so that all questions from the questionnaires that have been distributed are declared reliable or reliable.

#### 4.2 Classical Assumption Test Results

Using SPSS version 22 software, traditional assumption testing includes normality, multicollinearity, and heteroscedasticity tests. The results show that the data is normally distributed in the first test. Furthermore, the values obtained from the multi collinearity test results show that between the independent variables there is no multi collinearity problem. And finally, the third test also shows that there is no heteroscedasticity problem in the model used.

#### 4.3 Structural Analysis and Modeling in Research

SEM (structural equation modelling) is a cross-sectional, linear, and broad statistical modelling technique. Factor analysis, path analysis, and regression are among the techniques used in this SEM. According to Ferdinand [14], SEM analysis generally uses several statistical test tools to test the acceptance of a research model. The measurement between the degree of suitability between the hypothesized models and the data presented in this study uses several fit indexes, namely; Chi-Square, Root Mean Square error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjust Goodness of Fit Index (AGFI), Minimum Sample Discrepancy Function Comparative Fit Index (CFI).

The results obtained showed that the model was not fit. The action that needs to be done is to modify the model by adding or removing connections / links, adding variables, reducing variables. Model modification can be done by looking at the resulting Modification Indices. Modification indices offer numerous suggestions for adding links or connections to improve the model's fit by lowering the chi-square value.. Therefore, the PM1, PM3, KMD1, KMD4, KMD5, KMN2, KMN4, MB4, and KP1 indicators must be removed to meet the Goodness of Fit Index value. From each index obtained, the results of the removal of the

Modification Index make the GOF value very fit and are presented in Table 4 below.

Table 4. Comparison of the Goodness of Fit Index with the Research Model Test Results

Source: Processed Primary Data, 2020

Goodness of Fit	Cut of Value	Model Test Results	Criteria
Chi-square ( $\chi^2$ )	$\leq$ 73,31	62,008	Good
Probability	$\geq$ 0,05	0,240	Good
RMSEA	$\leq$ 0,08	0,030	Good
GFI	$\geq$ 0,90	0,943	Good
AGFI	$\geq$ 0,90	0,906	Good
CMIN/DF	$\leq$ 2,00	1,127	Good
TLI	$\geq$ 0,95	0,988	Good
CFI	$\geq$ 0,94	0,992	Good

The results of SEM testing with the help of the AMOS version 22.0 program in Table 4 show that the main model of this study has a  $\chi^2$  Chi-Square value of 62.008, which is smaller than the limit of a significant level of 0.05 (5%) with a model significance probability value of 0.240. The test results on other indices such as GFI (0.943), AGFI (0.906), TLI (0.9880), CFI (0.992), RMSEA (0.030), provide information indicating that all variables in the model are well accepted.

From the results of the Goodness of Fit test summarized in Table 4, it is proven that the model is fit with the existing data, therefore, hypothesis testing can be done. Hypothesis testing is done by looking at the C.R (Critical Ratio) value found in the AMOS output table regarding regression weights which is shown in Table 5. below:

Table 5. Regression Weights: (Group Number 1 – Default model)

			Estimate	S.E.	C.R.	P	Label
MB	<--	PM	,537	,113	4,758	***	par_11
MB	<--	KMD	,355	,113	3,137	,002	par_12
MB	<--	KMN	-,070	,257	-,273	,785	par_18
KP	<--	MB	1,019	,312	3,265	,001	par_10
KP	<--	PM	,019	,215	,089	,929	par_13
KP	<--	KMD	,115	,171	,677	,499	par_14



KP	<---	KMN	-.195	.293	-.666	.505	par_15
PM2	<---	PM	.624	.106	5,899	***	par_1
KMD3	<---	KMD	.983	.111	8,826	***	par_2
KMD2	<---	KMD	1,000				
KMN3	<---	KMN	1,000				
KMN1	<---	KMN	1,759	.679	2,592	.010	par_3
MB1	<---	MB	1,000				
MB2	<---	MB	1,128	.101	11,204	***	par_7
MB3	<---	MB	1,087	.107	10,193	***	par_8
KP2	<---	KP	.874	.095	9,247	***	par_9
KP3	<---	KP	1,000				
PM4	<---	PM	.615	.093	6,586	***	par_16
KP4	<---	KP	.919	.088	10,445	***	par_17
PM5	<---	PM	1,000				

Table 5 provides information relating to the estimated significance of the influence parameters between the variables contained in the research which has been hypothesized. Through the table in question, it can be seen that Promotion (PM) affects Purchase Interest (MB) very significantly with an estimated value of 0.537 with a probability of 0.00. Furthermore, Ease (KMD) also has a significant effect on buying interest (MB) with an estimated value of 0.355 and a probability of 0.002. Meanwhile, Security (KMN) does not affect Purchase Interest (MB). From Table 5, it is also known that Purchase Interest affects Purchase Decision (KP) very significantly with an estimated value of 1.019 and a probability value of 0.001.

Furthermore, still in Table 5 it can be seen that each Promotion (PM), Ease (KMD), and Security (KMN) variable does not directly affect the Purchase Decision (KP) with a small estimated value and a probability value that is far above the tolerance limit of 0.05. The results of the subsequent calculations in Table 5 show the effect of each indicator from each of each variable which is not essentially the main objective of the study in this study. One of the main reasons is that each indicator can have different effects according to the product, or according to the location of the study or related to consumer behavior.

A detailed description of the research model based on the theory as well as the data that has been obtained which is then presented in the form of a research model in Figure 2. Based on the findings obtained, it can be concluded that the research model is adequate and fits the Goodness of Fit Index

requirements. All hypothesis testing using SEM were conducted to prove the effect of promotion, convenience, and security on purchase intention and purchase decision. (see Figure 2).

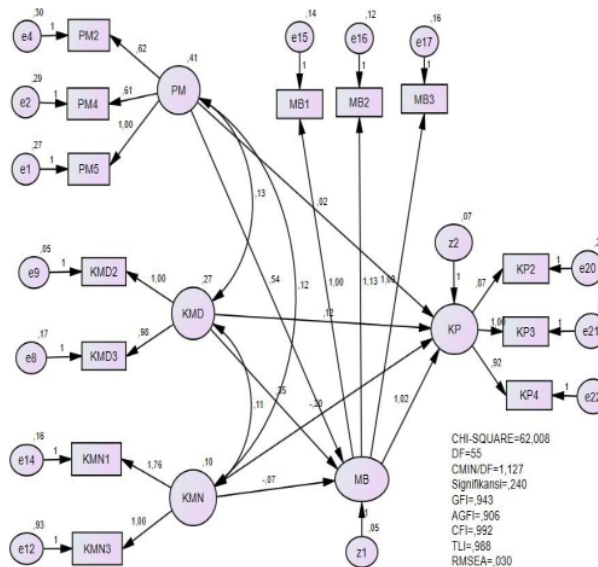


Fig. 2: Result of Structural Equation Model  
 Source: Processed Primary Data, 2020

#### 4.4 The Effect of Promotion (X1), Convenience (X2) and Security (X3) on Purchase Intention (Y1)

In further studies and for statistical convenience, the variable symbols use a common and standard notation. The first hypothesis testing was conducted to prove the effect of promotion, convenience and safety on purchase intention. The results of the tests suggest that:

- With a coefficient of 0.54, a significance level of 5%, and a Critical Ratio (CR) value of 4.758 with a value of t count,  $\geq 1.65$ , the promotion directly influences buying interest.
- Convenience has a direct effect on buying interest of 0.35, with a significance level of 5% and a Critical Ratio (CR) value of 3.137 with a value of t count,  $\geq 1.65$ .
- Security has no direct effect on purchase intention of -0.070, with a significance level of 5% and the Critical Ratio (CR) value of -0.273 with a value of t count, namely  $\leq 1.65$ . As a result, the hypothesis is rejected, and the security variable has a coefficient value of -0.195, indicating that it has no meaningful

influence on purchase intention. This is reinforced by the respondents' uncertainty

regarding risks such as data leakage, the risk of conducting online transactions, and unclear provisions.

The results of this study also show that the effect of the promotion variable is greater than the ease and security of the buying interest variable. This means that promotions greatly affect buying interest, because with promotions it is easier to influence consumer interest in using the TIX ID application.

#### 4.5 The Effect of Promotion (X1), Convenience (X2) and Security (X3) on Purchasing Decisions (Y2)

The second hypothesis is tested to see if promotion, convenience, and security impact purchase decisions. The hypothesis testing findings reveal that:

- The promotion had no direct influence on purchase decisions with a value of 0.019, a significance level of 5%, and a Critical Ratio (CR) of 0.089 with a t count of 1.65. Because the respondents are primarily young individuals who have never had a fixed salary, the hypothesis is rejected. The promotion variable has no significant influence on purchase decisions, with a coefficient value of 0.191. Thus the increase or decrease in prices offered through promotions by TIX ID does not affect purchasing decisions.
- Convenience has no direct effect on purchasing decisions of 0.115, with a significance level of 5% and a Critical Ratio (CR) value of 0.677 with a value of t count  $\leq$  1.65. The Convenience of use of the TIX ID application does not really affect the decision to buy cinema tickets, since application users who are generally students and young people have sufficient time and money to spend.
- Security has no direct effect on purchasing decisions with a coefficient value of -0.195, at a significance level of 5% and a Critical Ratio (CR) value of -0.666 with a value of t count,  $\leq$  1.65. As a result, the hypothesis is rejected. The security variable does not influence purchase decisions since the security element of utilizing TIX ID still does not guarantee the risk factors from the transactions conducted.

Thus it can be concluded that the factors of promotion, convenience and security do not have a direct effect on purchasing decisions.

#### 4.6 Effect of Purchase Intention (Y1) on Purchasing Decisions (Y2)

The third hypothesis test demonstrates and proves the impact of the purchasing interest variable on purchase choices. At the 5% significance level, the findings of testing the third hypothesis reveal that buying interest directly influences purchase decisions by 1.019. With a critical ratio (CR) of 3.265 with a value of t count  $\geq$  1.65. This leads to the conclusion that purchasing intention has a substantial beneficial impact on purchasing decisions. The results showed that the higher the buying interest, the higher the decision to buy. Conversely, the lower the buying interest, the lower the purchasing decisions by consumers.

### 5 Conclusion, Suggestion and Implication for Future Research

In general, it can be concluded from this research that promotion and convenience factors have a significant and direct influence on consumer buying interest. It should also be noted that the effect of the promotion variable is greater than the convenience variable. It is also well established that promotions, convenience, and security have no direct or meaningful impact on purchase decisions. The study's findings suggest that promotion and convenience variables indirectly impact purchase decisions through customer purchasing desire.

The conclusion above is related to the use of the TIX ID application in relation to the need to buy cinema tickets online, but it may be different if the same research model is applied to other purposes of use. For this reason, it is recommended to conduct similar research for other purposes such as shopping, paying for parking and so on. The security factor that does not have an influence on buying interest can be caused by consumers still thinking about the risks that may occur so that the TIX ID seller still needs to explain about the guarantee against the risks that may occur. Consumers are quite critical of the new things they experience but need sufficient time to decide to adopt the new innovation.

In connection with this problem, it is necessary to conduct other research related to buying interest and purchasing decisions related to the educational background and age of consumers, knowledge of the internet and its applications, how fast consumers are in adopting new innovations and also compared with the responses of consumers who have experience using TIX. ID, especially in terms of security and risks that have been faced.

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