

BAB V

CONCLUSION

5.1. Conclusion

Based on the analysis using the PLS-SEM method, several important results were found that explain the relationship between viral marketing, attitude towards behavior, subjective norms, and the decision to watch films. The findings of the study reveal that viral marketing through TikTok positively and significantly affects audience attitudes toward the film. Viral content such as scene clips, short reviews, and discussions circulating on social media are able to form positive perceptions before audiences watch the film directly. In addition, viral marketing also has a significant effect on subjective norms, which means that the virality of content not only affects individual perceptions, but also their views toward other people's opinions. When a film becomes viral, individuals tend to feel social encouragement to watch it as well.

This study also found that individual attitudes do not have a significant effect on the film-watching decision. This means that although someone has a positive view of a film, this does not necessarily encourage them to watch it in cinemas. In the context of social media-based entertainment consumption, viewing decisions are influenced not only by personal evaluations but also by digital social dynamics. In contrast, subjective norms are proven to have a positive and significant effect on the film watching decision, which indicates that opinions or recommendations from others play an important role in determining such decisions. This confirms that in a digital environment filled with social interactions and viral

trends, consumer behavior is more influenced by perceptions of other people's opinions than by personal evaluations. Thus, this study expands the understanding of TPB by emphasizing the importance of digital social norms in shaping consumption behavior. In addition, viral marketing also has a direct and significant effect on the film watching decision, which indicates that viral marketing strategies are able to increase audience interest in watching films.

This study also shows that the attitude towards behavior variable does not function as a mediating variable between viral marketing and the decision to watch. Although viral marketing can form positive attitudes, this is not strong enough to mediate its effect on the film watching decision. In contrast, subjective norms are proven to be able to become a significant mediator. This indicates that viral marketing affects the film watching decision, not only directly, but also through the formation of social norms in the digital environment, where individuals feel socially encouraged to follow developing trends.

Overall, this study confirms that viral marketing on TikTok plays an important role in influencing the decision to watch films, both directly and through the formation of social norms in the digital sphere. These findings show that in the social media era, entertainment consumption behavior is not only determined by individual evaluations, but also by social dynamics formed through digital interactions.

5.2. Suggestion

Based on the results of the study, several recommendations can be provided to parties related to this research. For film industry players and marketing

practitioners, marketing strategies that utilize viral marketing on social media, especially TikTok, need to continue to be developed as one of the effective promotional approaches. Promotional content that is creative, attractive, and has the potential to be shared by social media users can increase the opportunity for a film to become viral and reach a wider audience. In addition, marketing strategies can also utilize social interactions that occur in digital media to create public discussions regarding the promoted film. When a film becomes a widely discussed topic on social media, this can create social norms that encourage audiences to watch the film.

Future researchers are encouraged to further develop this study by including other variables that may influence film-watching decisions, such as electronic word-of-mouth (e-WOM), perceived quality, film brand image, or previous viewing experiences. Future studies can also expand the research object to different film genres or other social media platforms such as Instagram, YouTube, and X (Twitter). In addition, future research can use different research methods, such as mixed methods approaches or qualitative research, to obtain a deeper understanding of how viral marketing on social media affects audience behavior in consuming entertainment products.

In addition, for social media platform developers such as TikTok, the results of this study show that the platform has an important role in spreading viral content related to the entertainment industry. Therefore, platform developers can continue to develop features that support user creativity in creating attractive content and facilitate the process of disseminating information about films to a wider audience.

Thus, collaboration between the film industry, content creators, and social media platforms can create a digital marketing ecosystem capable of increasing audience interest in watching films in cinemas.