

## Abstract

Movies on the Internet or commonly called movie streaming is a lifestyle that has been very impressed di era now. Because currently watching movies is not expensive anymore, in general the general public in Indonesia must pay quite expensive by going to the cinema to watch a movie, then gradually the company produces cassette tapes for movie lovers who want to watch movies with media player in his home and now we are in an era where watching movies can be done anywhere by using a variety of services, one of which is by subscribing to a streaming movie service provider

The purpose of this study is to find out how much influence IMDb rating on the decision to watch in watching the movie game of thrones. It is expected that this research can describe the theory of consumer behavior theory in determining the choice to watch a movie

The method used is descriptive quantitative, where researchers will describe the effect of user ratings on IMDb on the decision to watch the movie game of thrones.

The results showed that the magnitude of the impact of IMDb movie rating on the decision to watch the game of thrones is 49.5%. Another 50.5% is an influence not investigated by this study. Simple linear regression value states that the effect of constant  $a = 5,229$  significance shows that the factor of training (X) equal to zero then the employee performance will be worth 5.229, coefficient of training regression of 0.643, so that if the value of training increases by one unit then the employee performance will increase by 0.643 units

The suggestion for further research is to examine 50.5% other influences that influence the audience in determining the choice to watch a movie.