

ABSTRACT

The industry movie in Indonesia in 2017 saw an increase in audience of 42.7 million people. This is some dramatic improvements compared to last year, namely the Head of the Creative Economy Agency's 16 million viewers said a sentence. Moreover, CGV cinema's revenue noted that in 2017 it increased by 47.30% from the previous income. CGV cinema has expanded 16 new cinemas to be spread in the city of Indonesia, and in 2017 this was an amazing year for the company because it was able to gain operating profit for the first time. However, the researchers see that the use of the self-ticketing machine in Bandung is still less interested. This is seen from the results of my interview with CGV manager Paris van java Bandung about 70% of customers still using conventional ticket purchases.

This study analyzes factors influencing behavior intent of self-ticketing in Bandung CGV cinema. The researcher used a modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model, which eliminated price value and added trust variables. There are seven variables proposed in this study, which are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Habit, Trust. This study using qualitative method; therefore, the data collected through an online questionnaire with 387 respondent and the respondents aged 15-60 years ever try use self-ticketing. The data obtained will be tested for reliability and validity using SPSS. The model analysis used in his study is a Variance Based Structural Equation Modeling with a Partial Least Square (PLS). The result showed that Trust, Habit, Facilitating Condition, Hedonic Motivation, Performance Expectancy has a significant influence on Behavioral Intention.

Keywords: Self-ticketing CGV cinemas, Behavior Intention, Modified UTAUT2, Bandung.