Analyzing Behavior Intention of Customer towards the Adoption of Self-ticketing on CGV Cinemas by Using UTAUT2: (Case Study on CGV Cinemas Bandung)

Iqbal Hambali[1], Indrawati, Dra, M.M., Ph.D [2]

[1]International ICT Business Major, Faculty of Economic and Business, Telkom University

Abstract: *The industry movie in Indonesia in 2017 saw an increase in audience of 42.7 million people. This is a number of dramatic improvements compared to last year, namely the Head of the Creative Economy Agency's 16 million viewers said 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 7 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 towards Behavioral Intention.*

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

1. Introduction

The movie industry in Indonesia in 2017 saw an increase in audience of 42.7 million people. This is a number of drastic improvements compared to last year, namely 16 million viewers said the sentence by the Head of the Creative Economy Agency [1]. this is one proof that the Indonesian people have considerable enthusiasm in the film industry. The achievement of the Company in 2017, with recorded revenues of Rp849.24 billion in 2017, an increase of 47.30% of revenues in 2016 which was recorded at Rp576.55 billion. in 2017 almost 15 million viewers came to our cinema to watch the film, a remarkable achievement and milestone for the Company. This number of viewers increased by almost 50% compared to the previous year which was recorded in around 10 million viewers [2]. Currently, the Company has provided various facilities such as self-ticketing machines installed throughout the Company's cinemas to accelerate and automate ticket purchases for customers. The function of the self-ticketing machine is buying a ticket movie, collect the ticket that already book online or in the self-ticketing machine, buying food and beverage and checking membership balance.

Table 1 Audience of CGV cinemas increased

CGV cinemas	Audience	Revenues
2016	10 million	Rp 576.55 billion
2017	15 million	Rp 849.24 billion

Based on statement from Yuli CGV Paris Van Java cinema as manager said that on weekends or holidays can sell tickets reaching 8,000 tickets online, only about 3000 tickets sold and offline sold around 5000 tickets. Whereas weekdays ticket sales are less than offline, whereas on normal days ticket sales can reach 3500 tickets, where the 2500 tickets are purchased with conventional or air-conditioned tickets. This data proves that there are still many people waiting in line compared to buying online. He also assumes that 70% of people still buy tickets conventionally compared to online [3]. This self-ticketing purchase does not take a long time if you already know how the machine works. The researcher also obtained percentage data on purchasing self-ticketing and conventional purchases at CGV cinema (BEC). According to Trisiska Putri, the statement of the as manager for ticket purchases by self-ticketing is still far from the fact that compared to the purchase queues, around 80% still buy conventionally 9 [4].

Based on The Unified Theory of Acceptance and Use of Technology (UTAUT) 2 Model from Venkatesh, et. al., (2012) [6], this study proposes a new modified model to analyze factors influencing continuance intention of Go-Pay adoption in Indonesia. The proposed model of this study has not been tested yet. Therefore, the objective of this research is to propose measurement tools to test the mode.

2. Literature Review

Based on Venkatesh, Morris, Davis, & Davis [3] stated that:

"A unified model, called the Unified Theory of Acceptance and Use of Technology (UTAUT), was formulated, with four

core determinants of intention and usage, and up to four moderators of key relationships. UTAUT was then tested using the original data and found to outperform the eight individual models (adjusted R2 of 69 percent). UTAUT was then confirmed with data from two new organizations with similar results (adjusted R2 of 70 percent). UTAUT thus provides a useful tool for managers needing to assess the likelihood of success for new technology introductions and helps them understand the drivers of acceptance in order to proactively design interventions (including training, marketing.)"

The model is developed based on the eight technology acceptance models which are; 1. Theory of Reasoned Action (TRA), 2. Theory of Planned Behavior (TPB), 3. Technology Acceptance Model (TAM), 4. Motivational Model (MM), 5. Combined TAM – TPB (C-TAM-TPB), 6. Model of Personal Computer Utilization (MPCU), 7. Innovation Diffusion Theory (IDT), 8. Social Cognitive Theory (SCT). Venkatesh, Morris, Davis, & Davis stated that, UTAUT Model could predict user intention in technology adoption until 70% while other eight models can only predict between 17 – 53% [5].

Developing the UTAUT Model, Venkatesh, Thong, & Xu built up UTAUT2 Model [8]. UTAUT has distilled the critical factors and contingencies related to the prediction of behavioral intention to use a technology and technology use primarily in organizational contexts. While UTAUT2 is to pay particular attention to the consumer use context [6]. According to Venkatesh, Thong, & Xu stated that "In longitudinal field studies of employee technology acceptance, UTAUT explained about 70 percent of the variance in behavioral intention to use a technology and about 50 percent of the variance in technology use" [6]. This research framework modified the UTAUT2 Model. The modified point located in the independent variables and the dependent variable used. The original UTAUT2 variables has seven variables which are: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating condition, Hedonic Motivation, Price Value and Habit. In this study, the author is going to eliminate one independent variable (*Price Value*), add one additional variable (*Trust*), do not use intervening variable and eliminate one moderating variable (*Experience*).

Based on the UTAUT2 Model, the *Price Value* variable is also evaluated. But because the object studied in this research is free of charge, therefore the *Price Value* variable is eliminated. While the additional one variable are *Trust*. According Bennani, Az-E et. al (2014) *"...Trust, posits the nurses' confidence in quality and reliability of the services offered by using IT in their administrative and healthcare tasks"*[7] and the research done by Alalwan, A. A., Dwivedi, Y. K., and Rana, N. P stated that *"From Practical perspective, the statistical result support the crucial role of the following factors: behavioral intention, performance expectancy, effort expecatancy, facilitating condition, price value, hedonic motication and trust. By inclufing trust as external factor have been extensively citied as one of the most important predictor of the customer intention and adoptio of online banking channels"* [8].

As a dependent variable, this research implements Behavioral Intention without using any intervening variable. The use of behavioral intention is since the author wants to examine the non-user of Self-ticketing and how they behave towards Self-ticketing, whether they want to adapt or not and the factors effects them the most. However, this study will not include Use Behavior variable since this study wants to examine only to the behavioral intention of the Self-ticketing. Thus, the respondent of this research will be the non-user but familiar with Self-ticketing. Whether they know it from the family, relatives, news, etc.

Next, there are three moderating variables in the UTAUT2 Model which are Age, Gender and Experince. This study will drop Experience variable since the study will only be a one-time data sampling. The use of Experience variable is when the research will take a periodically data sampling or when the same data subject taken repeatedly in a certain period of time. Figure. 1 shows the Modified UTAUT2 Model proposed in this study.
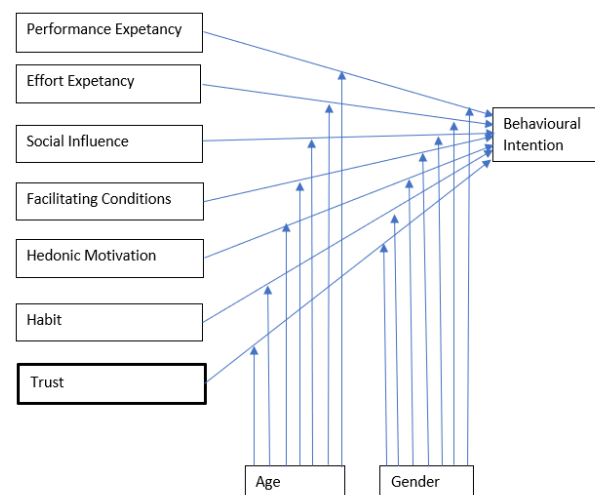
Figure 1: Modified UTAUT2 Model
Source: Proceed by author, 2019
*Note: The bold is a new variable added

Performance expectancy is the degree to which an individual believes that using Self-ticketing will help a person to increase their mobility in the CGV cinemas. *Effort expectancy* is the degree of easiness of using Self-ticketing. *Social influence* is defined as the degree to which an individual perceives that important others believe he or she should use Self-ticketing. *Facilitating conditions* is the degree to which an individual believes that the Self-ticketing management or the technology machine exists to support the use of Self-ticketing. *Hedonic motivation* is defined as the fun or pleasure derived from using Self-ticketing. *Habit* defined as the extent to which people tend to use Self-ticketing automatically because of learning. *Trust* measure consumer trusting in using Self-ticketing machine. At the end, *Behavioral Intention* is how much people are willing or planning to use Self-ticketing.

3. Measurement Material

To test the proposed model of this study, measurement

material that valid and reliable is needed. In this research, first the authors conducted a content validity. Content validity means the authors checked the questionnaire items from the previous studies and adopt the items for creating questionnaire items based on the need of the research. The authors also made some modifications to make adjustments for the research. According to the Indrawati (2017:194), the researcher adopts and modifies the items from the previous studies which have been published either in international or national journals that has accreditations to get questionnaire items that fulfil the content validity criteria [10]. Therefore, in this research, the content validity has been done by adopting and modifying the items from the previous studies; Venkatesh, et.al., (2012) [6], Venkatesh, et al. (2003) [5], Alalwan, at el. [8]. The items could measure the perception level of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Trust, and Behavior Intention from the respondent of Self-ticketing in Bandung. Next, to test the items that have been adopted and modified, the authors met three experts in the field of marketing and digital technology. The experts gave suggestions for the questionnaire improvements in order to be more readable.

After getting approvals from the experts, the next step of validity test is to make sure that the questionnaire items do not make any confusions for the respondents. Therefore, the authors conducted a readability test to the respondents and the result is respondents could understand the questionnaire well and do not find any confusions while filling out the questionnaire. The items of each variable are presented in Table 2.

Table 2: Questionnaire Items

Item Code	Items of Performance Expectancy
PE1	I can save time when using self-ticketing in the purchasing process.
PE2	I find self-ticketing useful for the ticket booking process.
PE3	Using self-ticketing accomplish payments more quickly.
PE4	self-ticketing helps me get tickets effectively
PE5	Using self-ticketing helps me to get the ticket more efficiency
EE1	Learning how to use self-ticketing is easy for me.
EE2	Understanding how to use self-ticketing is easy
EE3	I find self-ticketing easy to use.
EE4	It is easy for me to become skillful at using self-ticketing.
EE5	Overall, it is easy to use self-ticketing.
SI1	People who are important to me think that I should use self-ticketing.
SI2	People who influence my behavior think that I should use self-ticketing.
SI3	People whose opinions that I value prefer that I use self-ticketing.
SI4	People who close to me supports the use of self-ticketing.
SI5	Most people around me are using self-ticketing.
FC1	I have the resources necessary to use self-ticketing.
FC2	I have the knowledge necessary to use self-ticketing
FC3	Self-ticketing provides to a good facility
FC4	I can easily ask people about how to use self-ticketing
HM1	Using self-ticketing is fun
HM2	Using self-ticketing is enjoyable
HM3	I feel prestige when using self-ticketing.
HM4	I feel trendy when using self-ticketing

HM5	I feel excited about using self-ticketing.
H1	The use of self-ticketing has become a habit for me.
H2	I am addicted to using self-ticketing.
H3	I must use self-ticketing.
H4	Using self-ticketing has become natural to me.
H5	Using self-ticketing is something that I do without thinking.
T1	I believe that Self-ticketing is trustworthy
T2	I trust in self-ticketing. (using credit card)
T3	Self-ticketing has the ability to fulfill its task.
T4	I trust the system of self-ticketing reliability and availability
BI1	I intend to use self-ticketing in the future.
BI2	I will always try to use self-ticketing for ticket booking
BI3	Plan to recommend the self-ticketing facility to my friends and family.
BI4	I prefer to use self-ticketing rather than buying offline
BI5	I plan to use self-ticketing more frequently

4. Method and Result

The authors conducted a first survey in the form of pilot study to guarantee that the questionnaire items fulfil the validity constructs. This pilot test has 40 respondents for the preliminary data. The data will be used for the validity and reliability test. The authors processed the data by using IBM SPSS 23. In conducting a validity test using "Corrected Item – Total Correlation" (CITC) method. According to Friedenberg and Kaplan in Indrawati (2015: 149), suggested that correlation coefficient is > 0.3 to be valid [9]. From the results of validity test to 40 respondents, the results obtained as presented in Table 2 that the overall test item is valid with CITC above 0.3. According to Indrawati (2015:155), to test the reliability of the items, Cronbach-Alpha technique is the most widely used. The instruments can be stated have a good reliability if the Cronbach- Alpha > 0.70. (Hair et. al., 2010; Kaplan and Saccuzzo 1993: 126; Nunnally & Bernstein, 1994; Pedhazur & Pedhazur, 1991) in Indrawati (2015:155) [9]. The result of pilot test presented in Table 2

Table 2: Pilot Test Result

Item Codes	CITC	CA
PE1	0.604	0.848
PE2	0.787	
PE3	0.651	
PE4	0.666	
PE5	0.633	
EE1	0.723	0.870
EE2	0.648	
EE3	0.794	
EE4	0.668	
EE5	0.652	
SI1	0.814	0.855
SI2	0.844	
SI3	0.711	
SI4	0.740	
SI5	0.267	
FC1	0.794	0.847
FC2	0.682	
FC3	0.632	
FC4	0.657	
HM1	0.747	0.905
HM2	0.846	
HM3	0.753	

HM4	0.776	
HM5	0.716	
H1	0.702	0.903
H2	0.781	
H3	0.723	
H4	0.770	
H5	0.825	
T1	0.779	0.858
T2	0.725	
T3	0.587	
T4	0.762	
BI1	0.790	0.922
BI2	0.745	
BI3	0.750	
BI4	0.891	
BI5	0.841	

As Shown in Tables 2, the result of the pilot test, only one item not fulfil the requirements of validity and reliability which is Social Influence item 5, since the score below 0.3. Therefore, author eliminated the Social Influence item 5

5. Conclusion

Based on the result obtained, there many aspects that need to be upgraded and fixed. CGV cinemas management expected to be able identify in the modified UTAUTT2 model and should prioritize the factor that influence towards behavioral intention significantly. Which is Trust, Habit, Facilitating Condition, Hedonic Motivation and Performance Expectancy.

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