

ABSTRACT

In the current era, can we see in everyday life many people are always busy with work and daily routine. This leads to a lot of people would require an entertainment to release tension from routine they do. To avoid this, when it is saturated, it can be anticipated by entertainment movies. Watching movies can be carried out, namely in Cinema. Cinemas in Indonesia is growing along with times. When talking about Cinema in Indonesia, the memories we will always drawn to the Cinema 21 or XXI which is a largest cinema chain in Indonesia. The purpose of this study was to determine what factors influence moviegoers to watch in cinema XXI in Bandung.

Factors that influence the level of the intended visit combine several attributes of previous studies combined into six elements that become variables in this study, which consisted of Film Quality, Quality of Service, Place, Price Perception, Community Exchange, and Promotion.

This study included into Explorative research with quantitative approach involving 200 moviegoers in the city who have ever watched in the cinema XXI in Bandung as a respondent, by using incidental sampling. The research questionnaire has 24 questions. The collected data were processed using the method of factor analysis using SPSS 20.

This study resulted in three factors is the driving factor moviegoer level visits in the XXI obtained through factor analysis. The third factor is the factor of (Service Quality) amounted to 24.187%, (Promotion and Places) by 20.641% and factor (Price) of 17.056%. The total is 61.884%, so there are other factors at 38.116%, which is also owned by the audience ever to watch in cinema XXI in Bandung.

Keyword : Marketing, Factor Analysis, Level Visits , Cinema, XXI.