The Influence of Rating to the Interest of Watching in Disruptive Era

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Abstract

Film is an essential product in the entertainment industry. Various genres such as comedy, horror, action, documentary, and drama have long been an integral part of cinema. The goals and values of the creators are stated very clearly in their films. Along with technological advances, the aspect of evaluating films has also developed. One of the most concise aspects of assessment is the rating, which is usually given by a film database site such as IMDb, Rotten Tomatoes, and Metacritic. This rating is often displayed on a numerical scale from 1 to 10. This research aims to determine the influence of ratings on interest in watching films in a disruptive era. The approach used is quantitative. Data was collected by distributing questionnaires to 400 respondents whose validity and reliability had been tested. Respondents were selected randomly using a stratified random sampling technique with a population of residents who live in Yogyakarta. The data analysis used is a simple linear regression test and the t-hypothesis test. The results from the analysis shows that the rating variable has a significant positive influence on the interest in watching variable, with a calculated t-value of 12,701 which is greater than the t-table value of 1,648.

1. Introduction

Film is a creative work of art and culture which is an audio-visual mass communication medium made based on cinematographic principles by recording celluloid tape, videotape, or other technologically discovered materials (KBBI). Films are a means of entertainment and information shared by the public which are made in various genres. Films are created with careful calculations from both on-screen and off-screen aspects.

To introduce a film to potential audiences, film producers will develop various strategies to market the film. A film requires an effective marketing communication strategy to facilitate interaction and disseminate information regarding the publication of the film produced (Safeii et al., 2017). Disseminating pre-release film information in the form of making trailers, distributing posters with the release date, and joint press conferences with actors are some of the ways producers market their films.

In this era of very rapid digital progress, everyone has the freedom to access film information from various sources. The spread of information technology in everyday life has given rise to an overflow of information in digital and electronic forms (Mayangky et al., 2019). Digital information is distributed via the Internet. The internet offers new alternatives for obtaining information and disseminating the information itself. The Internet is a communication network between computers that has no boundaries throughout the world (Dityawan & Putra, n.d.). The presence of the internet has enriched people's lives through new media or new media, which is the result of digitalization of technological developments (Wijaksara & Achmad Ismail, 2023). With this digital advancement, various subscription streaming platforms have emerged that present different films that are only available on one selected platform, such as; Netflix, Prime Video, Disney+, Vidio, WeTV, etc. With

limited purchasing power for subscriptions, potential customers will definitely choose platforms that have content and films they like.

Just as we know the theme of a film, actor or actress, director, production, and so on are important factors for potential viewers in determining what film they will watch which will usually be described in a synopsis (Pangestu et al., n.d.). The assessment of aspects of the film can be described in a review, apart from reviews, ratings are numerical values on a certain scale as the conclusion of a review. These assessments can give fans an idea of how to choose a film to watch (Fathullah et al., 2020).

Rating is one of the factors that can influence the success of a film. Internet Movie Database (IMDb) and Rotten Tomatoes are websites that provide complete information about films, which contain important information about actors, directors, make-up artists, film soundtrack composers, etc. Other film rating websites include Metacritic, CinemaScore, and The Guardian. This rating can influence popularity, quality, and audience satisfaction. The value of the quality of the information conveyed can also have an influence on individual change (Widyasari et al., 2023). The quality of a film shown through a rating is very clear in the number attached to the film. The greater the value given, the greater the possibility of influencing interest in watching.

Similar research that examines the influence of ratings is the Impact of IMDB Rating on the Decision to Watch Game of Thrones Film Bandung City in 2018 (Pangestu et al., n.d.). This research says that the decision to watch the Game of Thrones film is always effected by IMDb rating. If the coefficient of determination in this research has a value of 0.495 or 49.5%, the rating has a significant effect on viewing decisions (Pangestu et al., n.d.).

It is common for potential film viewers to look for further information about a film after they see a film rating uploaded on certain social media before deciding to watch the film or not. Even an online ticket-selling application, TIX ID, provides a film rating system where the rating rights are given to viewers who have finished watching the film.

Through ratings, viewers get new information before making a decision to watch through interest. Interests are closely related to attitudes and behavior. Interest is an intermediary variable that causes behavior from a behavior or other variable (Afib, 2012). Watching is an activity such as seeing and staring carefully and attentively. Meanwhile, for those who enjoy it, watching can be a medium of entertainment (Fitri, 2022) The Interest in watching has 3 aspects (Widhiatmoko et al., 2022): (1) Cognition, namely before an interest arises, an individual usually has knowledge about the object that he is interested in. (2) Affect, namely when an individual begins to experience what he is interested in, an individual tends to feel feelings within himself. (3) Conation, namely the next stage after passing the previous 2 stages which can be seen from the emergence of the desire to start this activity.

The independent variable in this research is film rating and the dependent variable is interest in watching. This research aims to determine the effect of ratings on interest in watching films. This research was conducted using a quantitative method using a questionnaire and taking respondents who watched films in Yogyakarta. According to data from BPS Yogyakarta, the population in Yogyakarta will be 4,073,907 in 2023, with the population of teenagers and adults at 2,098,944. In this study, questionnaires were distributed in 5 districts in Yogyakarta: The cities of Yogyakarta, Sleman, Bantul, Gunung Kidul, and Kulon Progo.

2. Method

This research uses quantitative methods. Quantitative research methods are a type of research whose specifications are systematic, planned, and structured from the start until the creation of the research design (Sugiyono, 2021). using a questionnaire method distributed using Google Form to film viewers in Yogyakarta. According to (Sugiyono, 2021) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer.

The sampling technique used in this research is the random sampling technique. The random sampling technique is where the sample is determined randomly without paying attention to the strata in the population (Sugiyono, 2013). Stratified sampling is a sampling method where units in the population are grouped into several groups or strata in such a way, that is based on the characteristics

that will be the object of research (Sumargo, 2020). This research was calculated using the t-statistical test approach. The t-test was carried out to test the research hypothesis regarding the influence of each independent variable partially on the dependent variable (Meiryani, 2021). The hypothesis in this research is that there is an influence of ratings on interest in watching films. Other data sources use scientific journals, books, and articles that are relevant to this research. This research aims to determine the influence of ratings on interest in watching films.

3. Result and Discussion

3.1. Presenting the Results

$$n = \frac{N}{1 + N(e)^2}$$

n : Total of samples

N : Total of population

e : Accuracy level

$$n = \frac{2098944}{1 + 2098944\,(0{,}05)^2}$$

$$n = \frac{2098944}{5248{,}36}$$

$$n = 399{,}923$$

Rounded to 400 samples: Based on the objectives of this research, the sample criteria in this research are as follows: (a) Domiciled in Yogyakarta. (b) Teenagers-adults (10-44 years old). (c) Have watched films streaming or in cinemas in the last 3 months or so.

Validity Test. A validity test is used to test the accuracy of a measuring instrument in measuring something that should be measured (Dewi & Sudaryanto, 2020). According to (Sugiyono, 2009) validity testing was carried out using 30 respondents because the results from the test were close to a normal curve. Researchers used correlation techniques to test the validity of questionnaire items. By comparing item correlations with the total score from the questionnaire. The questionnaire value used is r-count. The r-table value using a significance level of 5% (a=0.05) can be found based on the number of respondents.

The Pearson correlation formula is as follows:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{A = \pi r^2 \{N \sum X^2 - (\sum X)^2\}\{N \sum Y^2 - (\sum Y)^2\}}}$$

Information:

r_{xy} = Correlation coefficient of each item

$\sum X$ = Correlation score for each item

$\sum Y$ = Total correlation score

N = Respondent figures

Table 1. Validity Test Variable (x)

Variable X	R-table	R-count	Description
1	0,098	0,532	Valid
2	0,098	0,712	Valid

| 3 | 0,098 | 0,720 | Valid |
| 4 | 0,098 | 0,610 | Valid |

Source: IBM SPSS Version 27, Processed by Researchers (2024)

From the validity test shows that a total of 4 questions on the variable X (rating) are validated because the calculated r value for all questions or indicators produced is greater than the r table value with a benchmark value of 0.098.

Table 2. Validity Test Variable (y)

Variable Y	R-table	R-count	Description
1	0,098	0,572	Valid
2	0,098	0,614	Valid
3	0,098	0,589	Valid
4	0,098	0,682	Valid
5	0,098	0,594	Valid
6	0,098	0,536	Valid
7	0,098	0,623	Valid
8	0,098	0,704	Valid
9	0,098	0,637	Valid
10	0,098	0,729	Valid
11	0,098	0,685	Valid
12	0,098	0,721	Valid

Source: IBM SPSS Version 27, Processed by Researchers (2024)

Based on the validity test, it shows that a total of 12 questions on the Y variable (interest in watching) are validated because the calculated r value for all questions or indicators produced is greater than the r table value with a benchmark value of 0.098.

Reliability Test. Reliability is the determination of a method or research result (Budiastuti, 2022). The reliability test on a research instrument is a test used to find out whether the questionnaire used in collecting research data can be said to be reliable or not (Dewi & Sudaryanto, 2020). Reliability testing was carried out to determine instruments related to the problem of accuracy of the stability results of a measuring instrument (Wijaya, 2017) Researchers used SPSS version 27 to calculate reliability using the Cronbach Alpha method. In the instrument used by researchers, the Cronbach Alpha value is said to be reliable if it is greater than 0.60.

The formula for calculating reliability is as follows:

$$\alpha = \frac{Kr}{1 + (K - r)r}$$

Information:

α = Cronbach's alpha coefficient

K = Valid item number

R = The mean correlation between items

The results of the researcher's reliable calculations using the IBM SPSS version 27 application are as follows:

Table 3. Reliability Test Variable (x)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.727	4

Source: IBM SPSS Version 27, Processed by Researchers (2024)

Based on the table above, the Cronbach Alpha value for variable x (rating) is 0.729. This means the value has exceeded 0.60. Thus, the 4 items in the variable are reliable. So all question items are reliable and can be used as research.

Table 4. Reliability Test Variable (y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.878	12

Source: IBM SPSS Version 27, Processed by Researchers (2024)

Based on the table above, the Cronbach Alpha value for variable y (interest in watching) is 0.876. This means the value has exceeded 0.60. Thus, the 12 items in variable y are reliable. So all question items are reliable and can be used as research.

Normality test. According to (Ghozali, 2011), the normality test is carried out to understand whether the residual or confounding variables in the regression model have a normal distribution. Various ways can be done to find out whether the residual has a normal or abnormal distribution, namely by using statistical tests and graphic analysis. If the significance value is >0.05 then the data can be declared to be normally distributed. The results of the data test for the viewing interest variable on the rating are shown in the following table:

Table 5. Normality Test Table (Kolmogorov-Smirnov)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.84415922
Most Extreme Differences	Absolute	.100
	Positive	.100
	Negative	-.070
Test Statistic		.100
Asymp. Sig. (2-tailed)[c]		<,001
Monte Carlo Sig. (2-tailed)[d]	Sig.	.000
	99% Confidence Interval Lower Bound	.000
	Upper Bound	.000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: IBM SPSS Version 27, Processed by Researchers (2024)

The calculation above shows that the results of normality testing in this study using the Kolmogorov-Smirnov test technique provide Asymp values. Sig is <.001. This indicates that the regression model is not normally distributed. Researchers decided to use the Probability Plot test

method to overcome this problem as another alternative for viewing the distribution of the regression model they have. The following are the results of tests carried out by researchers using the Probability Plot method:

Table 6. Probability Plot Table
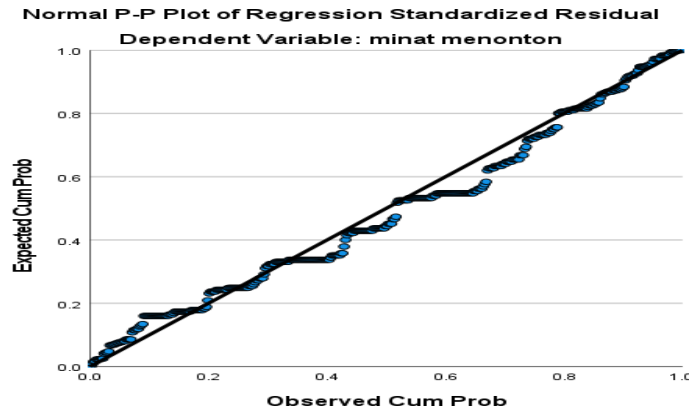
Source: IBM SPSS Version 27, Processed by Researchers (2024)

The distribution of the regression model can be declared normal if the data points follow the diagonal line and the points are near the diagonal line. Following the results of research conducted by researchers, it can be concluded that this research is normally distributed.

Simple Linear Regression Test. A simple linear regression test was carried out to determine the relationship between the independent variable (x) and the dependent variable (y). This research's simple linear regression uses the IBM SPSS version 27 application, with the following test results:

Table 7. Simple Linear Regression Test Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.602	1.386		12.701	<,001
	Rating	1.929	.083	.760	23.313	<,001

a. Dependent Variable: Minat Menonton

Source: SBM SPSS Version 27, Processed by Researchers (2024)

Based on the table above, a constant (a) value of 17.602 was obtained with a rating variable regression coefficient value of 1.929. This value is then substituted into a simple linear regression equation as follows:

$$Y = a + bX$$
$$= 17{,}602 + (1{,}929)$$

From the equation above, the constant (a) value of 17.601 indicates that the variable value has a positive sign. The regression coefficient of the rating variable (x) on interest in watching (y) is 1,929. This means that as the rating (x) increases, the value of interest in watching (y) increases by 1.929. The significance value in the table for the rating variable (x) obtained a value of $0.001 < 0.05$ so it can be concluded that the rating has a significant influence on the interest in watching.

Coefficient of Determination Test. The coefficient test results are intended to find out how much influence the independent variable (x) has on the dependent variable (y). The test results for calculating the coefficient of determination are in the following table:

Table 8. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760[a]	.577	.576	3.849

a. Predictors: (Constant), Rating

b. Dependent Variable: Minat Menonton

Source: IBM SPSS Version 27, Processed by Researchers (2024)

Based on the table above, it is known that the R-value is 0.760 and the R-square value is 0.577. The R square value will be substituted into the following equation to find out the exact presentation value:

$$Kd = r2 \times 100\%$$
$$= 0{,}577 \times 100\%$$
$$= 57{,}7\%$$

This can be interpreted as if the influence of the Rating variable (x) influences Watching Interest (y) by 57.7% while the remaining 42.3% is influenced by other variables not examined in this research.

Hypothesis testing. Hypothesis testing is carried out to determine whether the influence of the independent variable (x) and the dependent variable (y) is significant or not. Hypothesis testing in this research was carried out using the IBM SPSS Version 27 application. The hypothesis of this research is: *H*0: There is no influence of ratings on the interest in watching in the disruptive era. *Ha*: There is an influence of ratings on the interest in watching in the disruptive era.

The results of this research hypothesis testing can be explained in the following table:

Table 9. Hypothesis Test Table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.602	1.386		12.701	<,001
	Rating	1.929	.083	.760	23.313	<,001

a. Dependent Variable: Minat Menonton

Source: IBM SPSS Version 27, Processed by Researchers (2024)

Based on the table above, the calculated t-value for the rating variable (x) on interest in watching (y) is 12.701, while for the significant t-table value α 5% is 1.648. The significant value in the Coefficients table is 0.001 < 0.05. This means that Hα is accepted and Ho is rejected, or there is a positive and significant influence between ratings on interest in watching films.

3.2. Discussion

This research aims to determine the influence of film ratings via rating websites on interest in watching films in Yogyakarta. Researchers have carried out correlation coefficient tests and coefficient of determination tests to obtain the percentage influence of variable (x) on variable (y). The variables in this research are Rating (x) and Interest in Watching (y). In the hypothesis testing table, the constant value obtained is 17.602, which means variable (x) and the regression coefficient value is 1.929, which means variable (y). Through these results, it can be interpreted that for each rating variable (x) increases by one unit, the interest in watching variable (y) increases by 1.929. It shows that the significant value of the regression coefficient is 0.001 < 0.05, so it can be concluded that Rating has a significant effect on Interest in Watching.

Based on the coefficient of determination test, the R square value was 57.7%. It can be interpreted that the rating variable (x) affects the viewing interest variable (y) by 57.7%. So it can be interpreted

that the influence of the rating is 57.7% while the remaining 42.3% is influenced by other variables not examined by researchers in this study.

Based on the hypothesis test, it shows that the independent variable rating (x) obtained a calculated t of 12,701 > t table 1.648 with a value of 0.001 < 0.05. So it can be said that the rating variable (x) has a significant influence on the interest in watching variable (y) or the hypothesis is accepted. The calculated t value obtained is adjusted to this research, as follows:

If t-count > t-table, then, Ho is rejected and Ha is accepted, which means there is a significant influence between ratings on interest in watching.

If t-count < t-table, then, Ha is rejected and Ho is accepted, which means there is no significant influence between ratings on interest in watching.

In this research, the t table value for a sample of 400 respondents with a significance of 0.05% is known to be t > t table (12,701 > 1,648). That is, Ho is rejected and Ha is accepted. So ratings have a significant influence on viewing interest.

4. Conclusion

Based on research results on the Influence of Ratings on Interest in Watching in the Disruptive Era, show that ratings have a positive influence on the interest in watching variable because they have a regression coefficient of 1.929 and a constant value of 17.602.

In testing the coefficient of determination, an R square value of 0.577 was obtained, meaning that variable x (rating) had an effect of 57.7% on variable y (interest in watching). Meanwhile, the other 42.3% was influenced by other factors outside the rating variables in this study. According to researchers, the large influence of ratings on interest in watching films can be caused by several factors, such as the price of the same cinema ticket for one film and the subscription price on streaming services is paid once, and then users are free to watch any film on the service.

Based on the results of hypothesis testing using SPSS version 27, it shows that the independent variable rating (x) obtained a calculated t of 12,701 > t table 1.64869 with a value of 0.001 < 0.05. So it can be said that the rating variable (X) has a significant influence on the interest in watching variable (Y) or the hypothesis is accepted. Thus, it can be concluded that the rating influences a person's interest in watching before deciding to watch a film.

5. Acknowledgement

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