



**THE FACTORS THAT INFLUENCE THE PURCHASE
INTENTION OF CINEMA TICKETS ON THE TIX ID**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis**

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The Factors That Influence The Purchase Intention of Cinema Tickets on The Tix ID

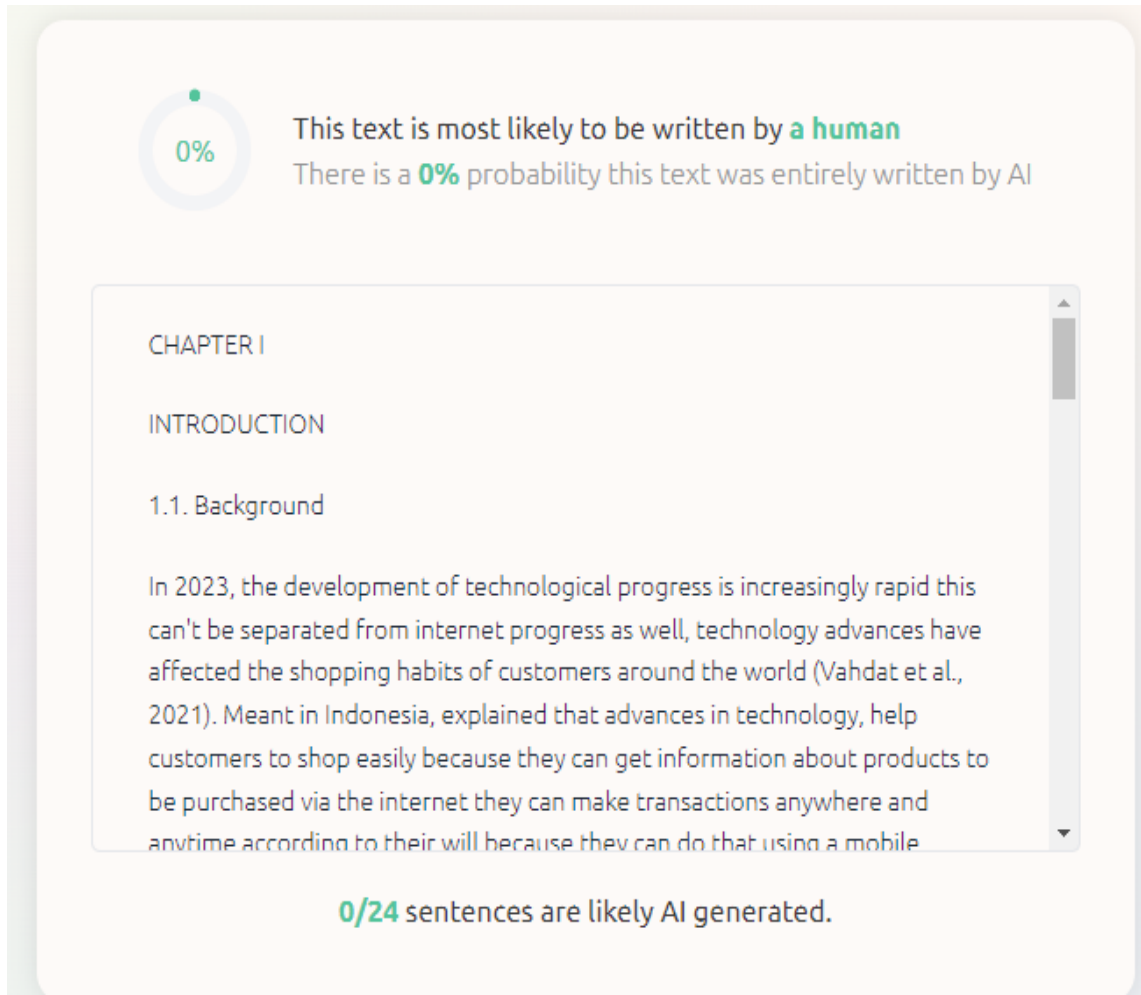


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ABSTRACT

Purpose - This research aims to analyze the success factors of the TIX ID application from the point of view of its customers so that it can be imitated or used as a lesson by other competitors, this research uses TAM theory and trust as independent variables that can influence purchase intention as the dependent variable.

Design/Method – This research design is quantitative research using primary data collected through an online questionnaire. The population are Indonesian people who have used the TIX ID application to buy cinema tickets online. The number of samples collected were 266 chosen by a convenience sampling technique. The data were analysed using SEM-PLS with software SmartPLS 4.

Findings – The results of all hypotheses in this research are stated to be accepted because they meet the existing requirements, the hypothesis is trust significantly positive influence purchase intention, perceived usefulness significantly positively influences attitude toward TIX ID, perceived ease of use significantly influences attitude towards TIX ID and attitude towards TIX ID significantly positive influence purchase intention.

Originality – This study goes through the factors that influence Indonesian tourists' decision to travel abroad after the pandemic which has not been studied previously.

Keywords – Trust, Perceived Usefulness, Perceived Ease of Use, Attitude Towards TIX ID and Purchase Intention