

## The Influence of Consumer Perception on Purchase Intention: Case Study of Kuasa Gelap, the First Indonesian Exorcism Film

Panji Mukadis<sup>1</sup>, Kristin Nomleni<sup>2\*</sup>

<sup>1</sup>Swiss German University, Indonesia

<sup>2</sup>Bunda Mulia University, Indonesia

**Corresponding Author:** Kristin Nomleni [kristinnomleni@gmail.com](mailto:kristinnomleni@gmail.com)

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### ABSTRACT

Kuasa Gelap, an Indonesian movie that launched last October, offered a promotional message as the first Indonesian exorcism movie. Given that creativity and novelty are rarely successful, we aim to investigate how the creative narrative concept draws viewers to watch an Indonesian movie, using Kuasa Gelap as a case study. A mixed-methods approach was employed, involving a quantitative method (a public questionnaire) and a qualitative method. The quantitative method was used to gather feedback from individuals who had seen the movie and its promotional materials, while the qualitative method involved a range of methods, including field observations, brief content analyses of the movie itself, and the formulation of research conclusions. For the initial qualitative research with field observation and content analysis, we concluded that the cultural discount could really be seen the other way around, not as an obstacle, but as the movie gives a cultural discount for the Indonesian audience. As Indonesian movies with Indonesian actors could have been the way for locals to absorb the story more easily, including for the audience who are distant from the practice. Secondly, even though it might be distant for some of its audience, the reference and its portrayal have offered a familiar portrayal for the audience visually and verbally on the popular culture product; for example, the portrayal of the demon itself and the exorcism practice.

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## INTRODUCTION

Kuasa Gelap, an Indonesian movie that launched last October, offered a promotional message as the first Indonesian exorcism movie. As most Indonesian horror movies are usually attached to the Islamic tradition, where exorcism is a specific term of practice in Christianity to detach the devil's possession from a human entity, Kuasa Gelap would have faced a serious challenge to gain a positive attitude from the market it might be targeting. First, Indonesia, as a developing country, might still be hard for the market to accept their movie, which is a topic distant from them. Secondly, movies with novel and creative ideas have been facing challenges themselves to gain number audience, arguably the stated issues mentioned.

As studied by Manurung & Kameo (2021), creativity doesn't always perform well in the market, especially for theatrical releases. Barker (2019) found that there had been so many Indonesian films produced with novel and creative ideas, yet the number of viewers declined. From the theoretical perspective and broader context, Tan (2018) proposed that attention also depends on a story-world absorption, which means the closeness to the subject, the ability to empathize, would require familiarity with the storyline. Other, related to the cultural discount.

As studied by Moon et al. (2015), cultural discount influences the reception of imported and domestic movies in the Korean movie market. Especially for the more established industry, like in South Korea, cultural discount has been a crucial competitive advantage over imported movies. Another case by Gao Ph et al. (n.d.) studied how the cultural discount experienced by a Korean movie, *The Host* (2006), influenced the reception of the movie in China, as the public was unfamiliar with the cultural and political references highlighted there.

However, until the end of its release in the cinema theatre, Kuasa Gelap has gained a relatively moderate to excellent number of audiences. Our field observation in the third week of its release showed a good audience rate at the cinema sites, thus as the cinema programming operates, this kind of engagement results in the prolonging of the theatrical release.

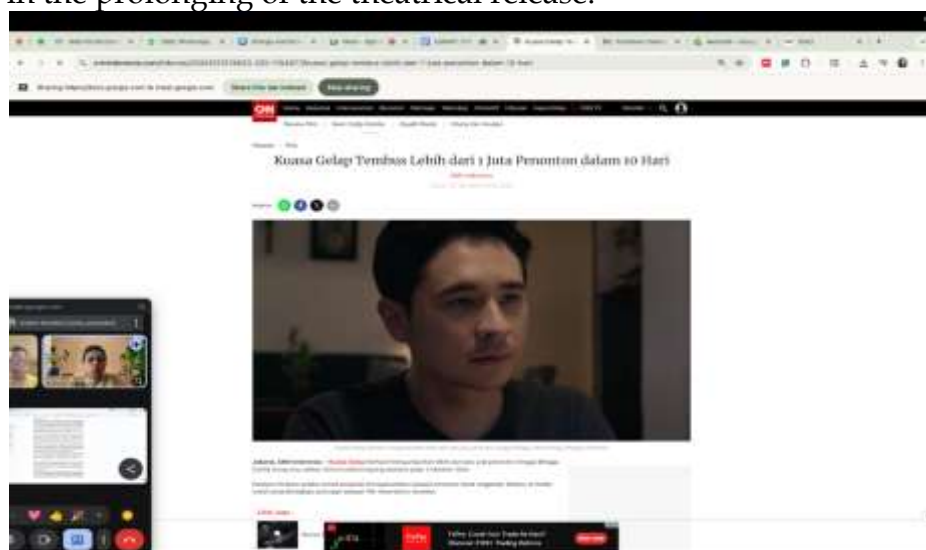


Figure 1. The News on Kuasa Gelap Commercial Achievement  
Source: CNNIndonesia.com.com

According to Hirschman (n.d.), perceived novelty can play a critical role in consumer evaluation of cultural products such as films. Perception of novelty is shaped not only by the content itself but also by prior experience and expectations (Berlyne, n.d.). Recent works (e.g., Moon et al., 2015; Manurung & Kameo, 2021) also support that local audiences may view novel domestic films with caution or curiosity, depending on the degree of cultural proximity and marketing intensity.

As it's been recorded that creativity and novelty rarely perform, we would like to study how the creative narrative idea attracts people to watch an Indonesian movie with *Kuasa Gelap* as the case study. Mixed methodology had been applied; for the quantitative method questionnaire was spread to the public who had heard the movie and the promotional while for the qualitative one, the methodology varied from field observation, brief content analysis of the movie itself, to conclude the research questions.

## LITERATURE REVIEW

### *Audience Engagement, Cognitive Processing Through Characters and Narrative Theory*

Narrative in film can be understood through both the classical dramatic framework and contemporary film analysis. Booker's (2004) "Seven Basic Plots" identifies recurring story archetypes across cultures, such as *Overcoming the Monster*, *The Quest*, or *Rebirth* (Mukadis, 2024). These patterns provide audiences with a recognizable narrative storyline that can foster a sense of familiarity. Similarly, the classical three-act structure, rooted in Aristotle's *Poetics*, organizes the plot into a setup, confrontation, and resolution, a form that has been widely adopted in global cinema, while there have also been scholars who challenge it.

Bordwell & Thompson (2008) describe a narrative as not merely a sequence of events, but a structured progression of cause-and-effect relationships, often centered on one or more characters whose actions and decisions drive the story forward. These characters embody cultural, thematic, and emotional cues, making them the primary anchors through which the audience interprets the plot. From a psychological perspective, (Tan, 2018) explains that the audience's experience is shaped by both emotional engagement and cognitive processing involving actively constructing mental models of the story, predicting outcomes, and integrating visual and verbal cues into a coherent whole. This dual process is influenced not only by the plot, but also by visual composition, the use of imagery, *mise-en-scène*, and symbolic references that add layers of meaning.

### *Stimulus Organism Response (SOR) Theory*

This research uses the stimulus organism response theory, this theory tries to see in terms of organisms in producing certain behaviors when a special stimulus is present, so that the individual/communicator can estimate the relevance between the message and the reaction by the receiver (Nomleni & Timo, 2024). This theory is a simple principle where the effect is a reaction to a specific stimulus. According to McQuail (2010: 467), the SOR (Stimulus,

Organism, Response) theory believes that the cause of attitudes that can change depends on the quality of the stimuli that communicate with the organism (Nomleni & Timo, 2024). Even though they do not explicitly mention the theory, Oka & Mukadis (2024) validate it from their study on how photo quality on TikTok reflects purchase decisions.

The details of using the grand theory for the study are as follows;

**Stimulus:** Products or services in marketing, namely the Kuasa Gelap movie, narrative and characters

**Organism:** Consumer, consumer's cognitive processing

**Response:** Purchase Intention

The concept of this grand theory is in accordance with the research needs in the use of instrumental test tools related to the dimensions of variables from previous studies that already exist or have developed the concept of dimensions.

### *Variable Concept*

#### *Perception and Cultural Discount*

Gestalt psychology (Tan, 2018) mentioned that perception is a result of the mind's activity. Perception refers to the process of how individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world (Schiffman & Wisenblit, 2015). Written by the same source, different people could receive the same information, same stimuli, yet how individuals respond to those could be different based on each person's own needs, values, and expectations, as many studies cover the cultural discount of how different countries accept the same movies differently, too.

As mentioned, cultural discount theory (Lee, 2009) suggests that a product may be valued less by audiences from different cultural backgrounds and knowledge. Cultural discount and the work to make the cultural discount can vary. Gao et al. (2025) summarized that the phenomenon of cultural discount in cross-cultural communication could be examined by various factors, including the film setting, visual images, music, plot, and theme, including they also discussed the political reference and the satire toward it.

However, for countries with a high context culture like China, things become more complex. For instance, in the American movie *Mulan* (2020), the use of verbal expression felt unnatural to the Chinese audience, making it hard for them to really enjoy the movie (Chen et al., 2021).

Using the keyword "movie\* AND perception" on SCOPUS, there are six papers found that discuss consumer perception. Billore (2024), Cobeña et al. (2024), Wen et al. (2018) each discussed it specifically in their own context. Meanwhile, Roos & Shachar (2014) shared how perception, along with politics, influences their demand for movies. Last but not least, Choubey & Bumb (2013) discussed the perception toward product placement in movies.

Table 1. Previous studies on Perceptions

No.	Title, Researcher Name, Year/Journal Name	Theory & Methods	Research Results
1	Does the cinematic depiction of a place deceive viewers' perception of its reality? Exploring movie-induced destination stereotypes, Billore, A., 2024, Tourism Recreation Research	Social Cognitive Theory	Stereotypes induced by movies significantly influence tourists' expectations and intentions to visit
2	The closer the better to the Great Pit of Daznak movie set? Residents of a rural town and their perceptions of film tourism, Cobeña, M et al., 2024, Tourism Recreation Research	Social Exchange Theory	The conclusions suggested that the residents perceived the film set as a positive development for attracting tourists. Additionally, the influence of distance from the film-set location was evident in only three aspects: impact on the traditional lifestyle of the residents, higher prices, and conflicts between film crews and residents.
3	Influence of movies and television on Chinese Tourists' perception toward international tourism destinations, Wen et al., 2018, Tourism Management Perspective	Tourism motivation theory	Findings indicated that many Chinese are highly involved with international travel and are ardent about movies and/or TV dramas
4	New Media Audiences' Perceptions of Male and Female Scientists in Two Sci-Fi Movies, Simis, M.J., 2015, Bulletin of Science, Technology and Society	Stereotypical Views	Audience discourse was not centered on the implausibility of the female scientist.
5	When Kerry Met Sally: Politics and Perceptions in the Demand for Movies, Roos, J.M.T., et al, 2014, Management Science	Preference, political tendency	First, consumers' preferences are related to their political tendencies Second, perceived attributes provide new insights into consumers' preferences
6	Promotion using product placement in movies: Perception of rural and urban Indian audience, Choubey, V. et al., 2013, Indian Journal of Marketing	Hybrid communications	Results show that both rural and urban consumers are influenced by products placed in movies. However, the urban consumers were more interested in buying the products used in movies than the rural consumers.

As discussed above, studies found on SCOPUS mostly discuss perception in a context of tourist objects, character portrayal, product, or how the filmmaking technique played a role in viewers' perception while experiencing movie product placements. Consumer perception toward quality and variety of

a certain kind of movies (eg, Indonesian movies) and its role in movie demand offered a gap to be studied, especially in the context of business research.

### ***Consumer Perceptions***

Consumer perceptions refer to the process by which individuals select, organize information from their environment to form a meaningful understanding of products, services, and experiences (Idowu-Mogaji & Eze, 2024). Consumer perceptions play a critical role in shaping purchasing decisions and behaviors, including purchase intention. Factors that influence perceptions are very broad from intrinsic and extrinsic elements.

Intrinsic factors influence psychological factors and personal factors. The psychological factors influence motivations, perceptions, knowledge, beliefs, and emotional attitudes. Alsiehemy (2025) shares that when it comes to green products, positive quality perceptions enhance purchase intentions. Personal factors such as lifestyle, personality, and self-concept are key personal factors that affect consumer decisions. Wardana & Pudjoprastyono (2023) share how internal influences shape how consumers perceive and interact with products in the context of an internet service provider. For the context of movie consumption, Simis et al. (2015) derive perceptions as cultivation of experiences. They mentioned how cultivation theory has been used for decades.

### ***Purchase Intention***

Purchase intention is a consumer's subjective tendency to choose a product. It is composed of consumers' attitudes towards specific products and brands, as well as external factors. As a type of consumer psychological activity, it refers to consumers' willingness and the possibility of purchasing a certain product. Research by Dodds et al. indicated that purchase intention presented the subjective tendency of consumers to purchase specified products or services, and could be considered a purchase plan, which was an important indicator for evaluating their subjective needs or affection for goods. The consumer's willingness is an emotional decision before purchasing, through which customers' upcoming behavior and purchasing decisions can be inferred. Therefore, a comprehensive understanding of the factors affecting consumers' purchase intentions will help stimulate their purchase behavior (Lin et al., 2023).

According to Ferdinand (2002: 129), in Qayyumi (2021: 27), purchase intention has 4 indicators that influence consumers, namely:

- a. Transactional interest  
Consumers tend to already be interested in buying a type of product they want.
- b. Referential interest  
Consumers tend to recommend the products they have bought to their closest friends or the people around them. Consumers suggest or influence others with opinions from their consumption reference experience to buy the same product.
- c. Preferential interest

Consumers prefer the products they have consumed and make them the first-choice brand in every choice. This preference can only be replaced if something happens to the reference brand.

d. Explorative interest

Consumers seek information about the desired product to add positive information about the product

For now, we are just focusing on the transactional interest and preferential interest.

Table 2. Operational Variables

Variable	Dimension	Operational Definition	Indicators	Sources
Consumer Perception	Familiarity	The degree of audience recognition and prior exposure to exorcism-themed or similar horror films.	Has watched exorcism-themed films  Level of comfort with exorcism topics  Familiarity with the actors	Moon et al. (2015); Berlyne (1971); Tan 2017; Roos et al., (2014)
	Perceived Novelty	The extent to which the audience perceives Kuasa Gelap as unique, new, and different from previous local films.	The film feels different from other Indonesian horror films The story/promotion feels fresh - Exorcism theme adds uniqueness	Hirschman (1980); Manurung & Kameo (2021); Simis et al. (2016)
Purchase Intention	Transactional interest	The respondent's behavioral intention to watch Kuasa Gelap is based on their perceptions.	Interested in buying a ticket after seeing the promotion Interested in watching because of the novelty Interested in watching because of the familiarity	Ajzen (1991); Argyriou & Melewar (2011); Ferdinand (2002: 129), in Qayyumi (2021: 27)
	Preferential interest	The respondents' preference based on novelty and familiarity	Response preference based on familiarity and novelty	Ferdinand (2002: 129), in Qayyumi (2021: 27) Hirschman (1980) Berlyne (1971)

### **Hypotesis**

The word hypothesis comes from two words: hypo, which means less, and thesis, which means opinion. A hypothesis itself means a temporary answer, an incomplete conclusion, or a temporary assumption whose truth must still be tested empirically between the variables it contains (Abdullah, 2015). If  $t_{count} < t_{table}$  at  $\alpha = 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected or which means the hypothesis is rejected. However, if  $t_{count} > t_{table}$  at  $\alpha = 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted or which means the hypothesis is accepted.

Decision-making is done by looking at the significance value in the Coefficients table. Usually, regression results are tested at a confidence level of 95% or a significance level of 5% ( $\alpha = 0.05$ ). The criteria for the t-test (Ghozali, 2016) are as follows: If the significance value of the t-test  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no effect between the independent variable and the dependent variable. If the significance value of the t-test  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an effect between the independent variable and the dependent variable.

Based on the explanation discussed earlier, the hypotheses of this study are as follows:

Hypothesis

$H_A$ : There is a significant influence of consumer perception and purchase intention

$H_0$ : There is no significant influence between consumer perception and purchase intention

### **METHODOLOGY**

In this research, we employ mixed methods. The mixed method used in this research is the exploratory sequential mixed method. In the exploratory sequential method, qualitative data is collected first, followed by quantitative data. In this approach, researchers conducted qualitative research to define the problem, and later on developed the dimensions to formulate questionnaire questions (Malhotra, 2017).

The research approach employs a case study method, a strategy that focuses on understanding the dynamics present within a single situation or case. Thus, in this research, we study *Kuasa Gelap* and its reception as a case to be studied. Traditional case study research has not typically included the concept of formal designs, as is often found in surveys or experimental research. A new case study may be successfully conducted without any formal design. However, attending to the potential case study research designs can make our case studies stronger and, possibly, easier to do (Yin, 2014). The type of design for case studies is a single-case (holistic) design.

The qualitative data collection employed field observation, content analysis. Researchers conducted field observation and content analysis in the beginning. As Mukadis (2021) once found that content quality and the discussion around it influence people to watch *Tilik* on YouTube, we believe that the content shared in the movie could give stimulus for people to watch it and enjoy it.

This study employed participant observation following Maanen & Spradley (1980) where the researcher attended the screening of *Kuasa Gelap* as

part of the audience. This approach allowed the researcher to experience the film in the same context as other viewers while simultaneously observing spontaneous audience reactions, verbal comments, and at the same time conducting content analysis as an audience.

The observation was conducted simply to capture the audience's reception and from which kind of community they come. Meanwhile, a descriptive thematic or content analysis of *Kuasa Gelap* was conducted by actively reviewing the film's narrative structure, visual symbols, and cultural framing. To validate the initial assumptions that the promotional message might have lured a specific target market, we made a site visit on October 27<sup>th</sup>. During our visit, it appears that there was a Christian community that held a community watching event, or locally called "nobar", at the mall Alam Sutera. As the cinema programming works, movies initially are released on specific sites that might be relevant for the markets. Later on, the programming will be adjusted based on the demand for movies, specifically in certain areas. Alam Sutera itself is a high-end district with a diverse array of communities, which is shown by the type of private universities there and numerous churches.

The second phase, quantitative research, analyzed the results and then compiled them. We also use SPSS 29. The data collection technique used questionnaires distributed to 100 respondents with questions and tracking statements as requirements for respondents before filling out the questionnaire. But before distributing the questionnaire to a sample of 100 respondents, the researcher used a pretest to ensure the validity and reliability of the variables. There were 30 respondents in the pretest, and after performing calculations using SPSS, the variables were declared valid and reliable.

Qualitative research is considered explanatory because qualitative data further explains preliminary quantitative data results. It is considered sequential because a qualitative phase follows the initial quantitative phase. This research provides the challenge of identifying quantitative results to be explored and identifying sample sizes that are not the same for each phase of the study (Creswell, 2009).

Overall, this study adopts a pragmatist paradigm, which emphasizes the practical application of research to generate meaningful and applicable findings. Pragmatism allows for methodological flexibility, valuing both qualitative and quantitative approaches (Morgan, 2014), thus aligning with the exploratory approach.

### *Population & Sampel*

Based on BPS data, the Indonesian population amounted to 281.603,800 (BPS.go.id). We tried to cover all Indonesians that exposed to the promotional material, which is unknown. The researcher used the Slovin method to determine the sample size in this study. The Slovin formula is used for a 10% confidence interval to calculate the number of individuals that will be sampled from the population as follows:

$$n = N \frac{1 + Ne^2}{2}$$

Description:

$n$  = Number of Samples  
 $N$  = Total Population = 281.603,800  
 $e$  = The specified accuracy rate (10%)

The number of samples used in this study, with an accuracy rate of 10%, namely:

$n = N \sqrt{1 + Ne^2}$   
 $n = 281.603,800 \sqrt{1 + (281.603,800 (0,1)^2)}$   
 $n = 99.999$   
 $n = 100$



The sample in this study consisted of 100 respondents for this research.

### RESEARCH RESULT

Based on the initial qualitative research with field observation and content analysis, we concluded that the cultural discount could really be viewed from a different perspective, not as an obstacle, but rather as a facilitative mechanism. In the case of *Kuasa Gelap*, the film seems to offer a form of cultural discount to local Indonesian audiences by embedding culturally familiar elements such as local actors, religious references, and contextual settings. These aspects potentially help audiences, especially those distant from the specific practice of ruqyah or exorcism, absorb the narrative more effectively.

Table 2 was developed by combining principles of visual content analysis (Krippendorff, 2018) with scene analysis techniques from film studies (Bordwell & Thompson, 2008). Each selected scene was represented by a still image, accompanied by a factual description and an interpretive conclusion linked to thematic codes such as novelty, familiarity, and cultural hybridization that later help researchers to find relevant theories.

Table 3. Content Analysis Item

No.	Visual	Description	Code	Interpretation
1.		Exorcism practice	Novel theme for local context, but familiar with the popular reference	Intertextual familiarity with Hollywood exorcism scenes may have facilitated audience comprehension
2.		One of the satanic creature in <i>Kuasa Gelap</i>	Familiar with other pop culture references	Resembles common demonic portrayals in Western horror, providing a recognizable reference for the audience

3.		Jelangkung's play	Familiarity with local context	Consistent with Indonesian horror tradition (e.g., Jelangkung 2021), reinforcing local cultural connections
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*Classical Assumption Test*

*Normality Test*

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test				
				Unstandardized Residual
N				100
Normal Parameters <sup>a,b</sup>	Mean		0,0000000	
	Std. Deviation		4,80726315	
Most Extreme Differences	Absolute		0,170	
	Positive		0,153	
	Negative		-0,170	
Test Statistic				0,170
Asymp. Sig. (2-tailed) <sup>c</sup>				0,000
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		0,000	
	99% Confidence Interval	Lower Bound	0,000	
		Upper Bound	0,000	

**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.**

The normality test is used to check data for normality (Rana et al., 2021). Data can be said as normal when the Kolmogorov-Smirnov test shows a probability distribution  $<0.05$ , which means the data can be said as normal. Based on the result above, it is shown that the data used for this study is not normally distributed.

**Validity Test X & Y**

Table 5. Validity test X

	Corrected Item-Total Correlation	Description
X1	.507	Valid
X2	.551	Valid
X3	.648	Valid
X4	.781	Valid
X5	.754	Valid
X6	.803	Valid
X7	.823	Valid
X8	.771	Valid
X9	.763	Valid
X10	.750	Valid
X11	.802	Valid
X12	.783	Valid
X13	.798	Valid
X14	.835	Valid
X15	.555	Valid
X16	.787	Valid
X17	.646	Valid
X18	.733	Valid
X19	.687	Valid

Table 6. Validity Test Y

	Corrected Item-Total Correlation	Keterangan
Y1	.580	Valid
Y2	.766	Valid
Y3	.872	Valid
Y4	.814	Valid
Y5	.840	Valid
Y6	.878	Valid
Y7	.842	Valid
Y8	.848	Valid
Y9	.775	Valid
Y10	.863	Valid

Y11	.854	Valid
Y12	.896	Valid
Y13	.869	Valid
Y14	.888	Valid

Result of validity testing based on the correlation column for both X and Y. The result shows that variable consumer perception influences purchase intention and is labeled as valid. It is shown by how  $r_{table} < r_{calculated}$ , which in this case, the  $r_{table}$  measured from the SPSS 29 is 0.196.

**Reliability Test**

Table 7. Reliability test for X  
**Reliability Statistics**

Cronbach's Alpha	N of Items
0,951	19

Table 8. Reliability test for Y  
**Reliability Statistics**

Cronbach's Alpha	N of Items
0,965	14

A questionnaire is said to be answered reliably by respondents when the Cronbach's alpha is more than 0.70. Based on the reliability of X and Y, it is interpreted that each variable is said to be reliable. The reliability tests ensure that the items in the measurement tool that is used have consistent reliability, whether for once or more than once.

**Heterodexity Test**

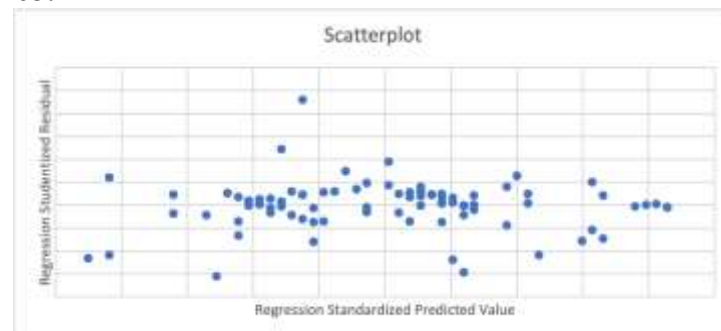


Figure 2. Heterodexity Test

From the graphic above, it is shown that there is no heterodoxy.

**Multiple Linear Regression Test**

Table 9. Multiple Linear Regression Test

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>	Unstandardized		Standardized	t	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1 (Constant)	-1,125	2,758		-0,408	0,684	
Consumer Perception	0,754	0,040	0,887	19,062	0,000	

**a. Dependent Variable: Purchase Intention**

A value of 1.125, thus the consumer perceptions variable. It shows that consumer perceptions have a positive influence of 0.754.

**Coefficient Determination Test**

Table 10. Coefficient Determination Test

<b>Model Summary</b>					
<b>Model</b>	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.887 <sup>a</sup>	0,788	0,785	4,832	

**a. Predictors: (Constant), Consumer Perception**  
**b. Dependent Variable: Purchase Intention**

Based on SPSS calculation, the coefficient determination test result, Square valued at 0.788 or 78% which shows the high influence of the perceptions variable on the purchase intention.

**Hypothesis Testing**

Table 11. T Test (Hypothesis)

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>	Unstandardized		Standardized	t	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
1 (Constant)	-1,125	2,758		-0,408	0,684	
Consumer Perception	0,754	0,040	0,887	19,062	>0,01	

**a. Dependent Variable: Purchase Intention**

If the significance value of the t-test > 0.05, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. This means that there is no effect between the independent variable and the dependent variable.

If the significance value of the t-test  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an effect between the independent variable and the dependent variable.

- t-count  $>$  t-table  $\rightarrow H_0$  rejected,  $H_a$  accepted.  
19.062  $>$  1.987  $\rightarrow H_0$  rejected,  $H_a$  accepted.
- Consumer perception significantly affects purchase intention.

Although the core theme of exorcism may initially appear distant to some segments of the audience, the film integrates visual and verbal cues commonly found in global popular culture. For example, the depiction of the demon with a familiar character, such as Baphomet, and the ritualistic sequences. The deliberate hybridization of local and global horror conventions may have contributed to a stronger sense of familiarity that made *Kuasa Gelap* a category of incremental innovation. The research concluded that the influence of consumer perception on purchase intention shows that the industry should produce more novel movies. A variety of movie products will help future creative products to be accepted by the market, as shown by how *Kuasa Gelap* was accepted due to the familiarity of the topic.

The validity test results can be seen from the correlation column, where the results of this validity test state that the consumer perception content variable affects the purchase intention variable and is declared valid. This is because the r table, compared to the r count, the r table obtained from the SPSS 25 calculation is 0.17. The validity test is used to determine whether an instrument or measuring instrument can measure what it is intended to measure precisely. In addition, it can be seen that in the calculation of spss 29 variable x in statement x14 with a value of 0.835, namely "Movies with novelty stories like *Kuasa Gelap* will make me satisfied" so that it can be concluded that in variable x1 consumers really like movies with new themes in a spiritual context, especially exorcism, but even though all statements of variable x1 are valid there are statements that have low weight with the calculation of spss on statement x1 worth 0.507, namely "The movie *Kuasa Gelap*", 507, namely "The *Kuasa Gelap* movie has actors who are known to have a good image" so it can be concluded that the movie player factor also influences consumer views on watching the film. The validity test results can be seen from the correlation column, where the results of this validity test state that the consumer perception content variable affects the purchase intention variable and is declared valid. This is because the r table, compared to the r count, the r table obtained from the SPSS 29 calculation is 0.17. The validity test is used to determine whether an instrument or measuring instrument can measure what it will measure precisely. Variable y is declared valid and has a dominant statement according to the calculation of spss 25, namely in statement y14 with a value of 0.888, namely "Movies with novelty stories like *Dark Power* will make me satisfied so that I am interested in watching *Dark Power* movies" with a higher value than the dominant statement in variable x, indicating that consumers are very interested in new nuances and concepts and can be said to be unusual.

However, there is a statement with the lowest value, namely in statement y1 with a value of 580, namely "Actors who are known to have a good image

make me interested in watching Kuasa Gelap” so that in ensuring variable y, the actor's credibility factor is also a determinant of attracting the attention of the audience even though it is at the lowest point of variable y. A questionnaire is said to be answered reliably by respondents if the Cronbach's alpha value is greater than 0.70. To get consistent results, this can be done periodically or more than once. so that from the results of the x variable SPSS calculation, it is declared reliable, worth 0.951 of the 19 statement items. In addition, based on the results of the SPSS calculation, variable y was also declared reliable at 0.965 from 14 statement items. Based on the results of the above calculations, it can be seen that consumer perception has a relationship with a fairly high purchase intention because the statistically calculated validity and reliability values show that purchase intention is more dominant than consumer perception so that it can be interpreted that the intention to make a purchase is higher than the consumer perception variable and the dark power product or film attracts consumer intention. However, if seen, this can be measured again using other additional variables to reinforce the purchase intention of the Kuasa Gelap film.

## **DISCUSSION**

Although the core theme of exorcism may initially appear distant to some segments of the audience, the film integrates visual and verbal cues commonly found in global popular culture. For example, the depiction of the demon with a familiar character, such as Baphomet, and the ritualistic sequences. The deliberate hybridization of local and global horror conventions may have contributed to a stronger sense of familiarity that made Kuasa Gelap a category of incremental innovation. The research concluded that the influence of consumer perception on purchase intention shows that the industry should produce more novel movies. A variety of movie products will help future creative products to be accepted by the market, as shown by how Kuasa Gelap was accepted due to the familiarity of the topic.

The validity test results can be seen from the correlation column, where the results of this validity test state that the consumer perception content variable affects the purchase intention variable and is declared valid. This is because the r table, compared to the r count, the r table obtained from the SPSS 25 calculation is 0.17. The validity test is used to determine whether an instrument or measuring instrument can measure what it is designed to measure precisely. In addition, it can be seen that in the calculation of spss 29 variable x in statement x14 with a value of 0.835, namely “Movies with novelty stories like Kuasa Gelap will make me satisfied” so that it can be concluded that in variable x1 consumers really like movies with new themes in a spiritual context, especially exorcism, but even though all statements of variable x1 are valid there are statements that have low weight with the calculation of spss on statement x1 worth 0.507, namely “The movie Kuasa Gelap”, 507, namely “The Kuasa Gelap movie has actors who are known to have a good image” so it can be concluded that the movie player factor also influences consumer views on watching the film. The validity test results can be seen from the correlation column, where the results of this validity test state that the consumer perception content variable affects the purchase intention

variable and is declared valid. This is because the  $r$  table, compared to the  $r$  count, the  $r$  table obtained from the SPSS 29 calculation is 0.17. The validity test is used to determine whether an instrument or measuring instrument can measure what it is designed to measure precisely. Variable  $y$  is declared valid and has a dominant statement according to the calculation of spss 25, namely in statement  $y_{14}$  with a value of 0.888, namely "Movies with novelty stories like Dark Power will make me satisfied so that I am interested in watching Dark Power movies" with a higher value than the dominant statement in variable  $x$ , indicating that consumers are very interested in new nuances and concepts and can be said to be unusual.

However, there is a statement with the lowest value, namely in statement  $y_1$  with a value of 580, namely "Actors who are known to have a good image make me interested in watching Kuasa Gelap" so that in ensuring variable  $y$ , the actor's credibility factor is also a determinant of attracting the attention of the audience even though it is at the lowest point of variable  $y$ . A questionnaire is said to be answered reliably by respondents if the Cronbach's alpha value is greater than 0.70. To get consistent results, this can be done periodically or more than once. so that from the results of the  $x$  variable SPSS calculation, it is declared reliable, worth 0.951 of the 19 statement items. In addition, based on the results of the SPSS calculation, variable  $y$  was also declared reliable at 0.965 from 14 statement items. Based on the results of the above calculations, it can be seen that consumer perception has a relationship with a fairly high purchase intention because the statistically calculated validity and reliability values show that purchase intention is more dominant than consumer perception so that it can be interpreted that the intention to make a purchase is higher than the consumer perception variable and the dark power product or film attracts consumer intention. However, if seen, this can be measured again using other additional variables to reinforce the purchase intention of the Kuasa Gelap film.

## CONCLUSIONS AND RECOMMENDATIONS

Movie production companies should explore more novel movies that could induce perceived novelty in the market. There has been an untapped market in Indonesia that may long to see the closeness to their culture or religion, aside from the topics that cover mainstream religion. However, as the familiarity and cultural references shown helped to boost purchase intention, the innovation could begin incrementally, rather than directly pursuing radical innovation, following the theory of innovation according to Tidd and Bessant model (do Adro et al., 2022).

Initially, researchers used the cultural discount as one of the grand theories to explain both perceived novelty and perceived familiarity. Subsequent literature exploration also uncovered how perceived novelty and familiarity have been previously examined, reinforcing and extending the relevance of cultural discount theory that was initially chosen.

## ADVANCED RESEARCH

Due to time constraints and challenges in accessing a sufficient number of respondents, the data collection process spanned across two different distribution stages of how Kuasa Gelap was released; first, during the last weeks of theatrical

release, and also the streaming release on Netflix. This may have led to varied interpretations among respondents, depending on the viewing context. Moreover, defining purchase intention could also be tricky when the film has already been released on a streaming service.

Future research on how the marketing process works for a specific movie project. A deductive approach using TPB could also be used to view it from different perspectives of how people are interested in purchasing a movie ticket. As for the purchase intention, other indicators such as referential interest and explorative interest can be added for future research. As for the variable, future studies can use both or either perceived familiarity and perceived novelty as a variable that mediates between marketing campaign and purchase interest, for example.

To cope with the same limitation regarding the time constraints, researchers suggest developing a study since the marketing activity starts and finishes before the theatrical release.

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