

THE INFLUENCE OF LIFESTYLE AND PRICE ON MUSLIM STUDENTS' INTEREST IN WATCHING CINEMA

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Abstract: Cinema is one of the entertainment facilities that are widely sought after by urban communities, including students. The interest of Muslim students in watching movies is not only influenced by the quality of the film or cinema facilities, but also by the lifestyle and ticket prices offered. This study aims to determine and analyze the influence of lifestyle and price on the interest in watching cinema xxi at plaza millenium on students of the Faculty of Economics and Business study program, Muhammadiyah University of North Sumatra, both partially and simultaneously. The approach in this study is to use a quantitative approach. The data analysis technique used is multiple linear analysis technique. The results of the study showed that there was a significant influence of lifestyle on the interest in watching movies, and there was a significant influence of Price on the Interest in Watching Movies, and there was a significant influence between Lifestyle and Price on the Interest in Watching Movies Cinema XXI Plaza Millenium. The results of the regression calculation show that the coefficient of determination (R square) obtained was 0.479, this result means that 47.9% of the Interest in Watching variables can be explained by the Lifestyle, Price, and Trust variables while the remaining 52.1% is explained by other variables not studied.

Keywords: *lifestyle, price, interest in watching, Muslim students.*

Introduction

Cinema is one of the entertainment facilities that is widely sought after by urban communities, including students. In the city of Medan, cinemas offer a variety of films from within and outside the country, with facilities that are continuously updated to attract the interest of the audience. However, the interest of Muslim students in watching movies is not only influenced by the quality of the film or cinema facilities, but also by the lifestyle and ticket prices offered. Cinepolis Sun Plaza Medan is one of the modern cinemas that is the main destination for the people of Medan, including students. Its strategic location in the city center and the facilities offered make it a favorite choice for enjoying entertainment in the form of films. According to (Priansa, 2014) lifestyle is a description of consumer behavior related to how he lives, uses his money, and utilizes his free time. Lifestyle is one of the important factors that influences the interest of Muslim students in watching movies. The lifestyle of students today is greatly influenced by digital trends, social media, and preferences for entertainment that is considered in accordance with their values. As part of a modern society, Muslim students must also consider religious and cultural norms in choosing entertainment activities, including watching movies. This poses its own challenges in integrating entertainment needs with adherence to religious teachings. This is supported by the opinion of (Kasalli, 2017) which states that lifestyle will influence a person's desire to behave and ultimately determine a person's consumption choices.

In addition, the price of cinema tickets is also one of the factors that influences the interest of Muslim students. With the limited budget that most students have, the relatively

high price of cinema tickets can be an obstacle. However, cinemas in the city of Medan often offer promotions, discounts, or special packages that have the potential to increase their appeal to students. Although the prices tend to be expensive and the tickets tend to increase from year to year, the public's enthusiasm for watching at the cinema never decreases, especially if the cinema is showing its latest films (Haryeni et al, 2019). Price according to (Akhmad, 2016) is the amount of money paid for goods and services, or the amount of value that consumers exchange in order to get benefits from owning or using goods or services. Ticket prices at Cinepolis Sun Plaza are relatively higher than other cinemas in the city of Medan, especially for students with limited budgets. Purchasing interest according to (Suharno, 2017) is the stage where consumers or buyers have determined their choice and made a purchase of the product and consumed it. If consumers want to make a purchase of a product, it usually begins with an awareness of needs and desires. Furthermore, if the needs and desires are realized, consumers will look for information about the existence of the product they want. From various information, consumers make a selection. This selection is carried out so that consumers are selective in considering their desires and needs for products and services. One of them is the desire to watch at Cinepolis Sun Plaza Medan. The interest of Muslim students in watching movies at Cinepolis Sun Plaza may vary, depending on the suitability between their lifestyle, price, and entertainment preferences. These lifestyle and price factors are relevant to study because they can provide an overview of the entertainment consumption patterns of Muslim students in the city of Medan, especially in cinemas. This study is also important to understand how Muslim students adjust their entertainment needs with religious values and financial limitations. Thus, this study is expected to provide insight for cinema managers in developing more inclusive and relevant marketing strategies for the Muslim student segment.

Literature Review

Consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered (Kotler, P. & Armstrong, 2012). According to (Kotler, 2010) Buying interest is identified through the following indicators: 1) Transactional interest, which is a person's tendency to buy a product, 2) Referential interest, which is a person's tendency to refer a product to others, 3) Preferential interest, which is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens to the preferred product, 4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive qualities of the product.

Lifestyle is defined as how a person lives, including how a person uses their money, how to allocate their time and so on (Astuti, 2016). Lifestyle measurement has many indicators described by experts, but to be clearer, quoting one of the studies, namely according to Joseph Plumer (1974) in it (Susanto, 2013) said that lifestyle segmentation measures human activities in terms of: 1) Activity, namely a way a person spends his time and money for work he likes or hobbies that are often done, we can identify a person's personality from the pattern of activities he does, 2) Interest, namely something that makes someone interested, someone can be interested in food, technology, goods, fashion or recreation. Knowledge of consumer interests will also help marketers to be able to communicate precisely what the value of their products is that is appropriate to get a positive

response from potential buyers, 3) A person's view of themselves and others, namely the opinions expressed will help us to know people like him, and what he needs to strengthen his character, 4) Basic characters such as the stages a person goes through in life (life cycle), income, education, and where they live. These factors also affect a person's attitude and mindset about the products they consume every day.

Price is the amount of money with several products used for a combination of needs from the service of goods needed According to (Swastha, 2014). According to (Lupiyoadi, 2013), the indicators that characterize the price used in this study, namely: 1) Affordability of product prices is something that is very possible for a company engaged in sales regarding the selling price so that consumers want to decide on the purchase price, 2) Competitiveness of product prices is a price competitor that can make consumers decide to buy a product where consumers determine the purchase price, 3) Suitability with the benefits of the product needed by consumers so that the suitability of the price can be used by consumers with the benefits for them with products or services.

Method

The research method used by the author in this study is Associative. Associative research is a study conducted to determine the relationship between two or more variables, the results of which can be used to build a theory so that it can be used to explain, predict and control a particular symptom (Sugiyono, 2019). The population in this study were students of the University of Muhammadiyah North Sumatra who had watched at Cinapolis Sun Plaza Medan. Data were collected through questionnaires from 40 respondents selected using purposive sampling techniques. The data analysis technique used was multiple regression analysis.

Results and Discussion

Based on descriptive analysis, it is known that all samples in this study were mostly female Muslim students 36 people (90%), and most of them chose Cinapolis Sun Plaza Medan as a place to watch for reasons of prestige 28 people (70%), and had a monthly income of between 1-2 million rupiah as many as 24 people (60%). All samples in this study were Muslim students of UMSU.

Table 1: Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)		
Lifestyle	,765	1,307
Price	,785	1,273

Source: (SPSS Version 25, 2025)

This multicollinearity test is used to test whether the regression model finds a strong correlation between independent variables. Both independent variables, namely lifestyle and price, have VIF values within the specified tolerance limits (not exceeding 10), so there is no multicollinearity in these independent variables.

Table 2: T-Test (Partial)

Model	t	Sig
(Constant)		
Lifestyle	5,264	,000
Price	7,697	,000

Source: (SPSS Version 25, 2025)

From the t-test table above, it can be understood that the influence of Lifestyle on Interest in Watching obtained a t-count value of 5.264 while t-table 1.984 and has a significant figure of $0.000 < 0.05$ or t-count $5.264 > t\text{-table } 1.984$. Based on the decision-making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that there is a significant influence of the Lifestyle variable on Muslim Students' Interest in Watching Cinema. From the t-test table above, it can be understood that the influence of Price on Interest in Watching obtained a t-count value of 7.697 while t-table 1.984 and has a significant figure of $0.000 < 0.05$ or t-count $7.697 > t\text{-table } 1.984$. Based on the decision-making criteria, it can be concluded that H_0 is rejected (H_a is rejected), This shows that there is a significant influence of the Price variable on Muslim Students' Interest in Watching Cinema.

The F test or also called the simultaneous significance test is intended to see the overall ability of the independent variables, namely Price and Promotion, to be able to or explain the behavior or diversity of the dependent variable, namely work productivity. The F test is also intended to find out whether all variables have a regression coefficient equal to zero. (Sugiyono, 2019).

Table 3: F-Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	f	Sig
Regression	728,993	2	242,998	29,381	,000
Residual	793,967	37	8,270		
Total	1522,960	39			

Source: (SPSS Version 25, 2025)

Based on the table data in the F test above, it can be understood that the F count value is $39.381 > F\text{ table } 2.31$ with a significant probability of $0.000 < 0.05$, so it can be concluded that there is a significant simultaneous influence of Lifestyle and Price on Muslim Students' Interest in Watching Cinema.

Table 4: Test of Determination Coefficient (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,692	,479	,462	2,87585	1,330

Source: (SPSS Version 25, 2025)

The results of the regression calculation show that the coefficient of determination (R square) obtained is 0.479, this result means that 47.9% of the Interest in Watching variable can be explained by the Lifestyle and Price variables, while the remaining 52.1% is explained by other variables that were not studied.

The results of this study can be explained as follows:

1. Lifestyle has a positive and significant effect on the interest in watching movies: If the product offered is in accordance with the individual's lifestyle needs, and the initial purchase turns out to be satisfactory, it will certainly increase the individual's purchase to buy the same or different products from the same company again in the future. Supported by the opinion (Engel, 2015) that products and services are accepted or rejected by consumers based on the extent to which both are seen as relevant to their needs and lifestyle. The results of the study (Tirtayasa et al, 2020), (Tuzzahra, & Tirtayasa, 2020), there is an influence of lifestyle on customer interest decisions in students of the University of Muhammadiyah North Sumatra. In Islam, a Muslim's lifestyle is based on sharia principles that emphasize the balance between worldly and afterlife needs. Entertainment, including watching movies, is permitted as long as it does not conflict with religious teachings. In the context of Muslim students, a modern lifestyle influenced by social trends, digital media, and entertainment needs contributes to their interest in watching movies, as long as the activity remains in accordance with Islamic values. Islam views entertainment as part of human nature to fulfill the need for relaxation and happiness, as long as it does not contain prohibited elements, such as pornographic content, excessive violence, or things that neglect religious obligations (QS. Al-A'raf: 31). Therefore, Muslim students who have an active and modern lifestyle can still enjoy entertainment at the cinema if: 1) The film being watched has a moral or educational message, 2) The viewing time does not interfere with religious obligations, such as prayer, 3) The cinema environment does not trigger negative behavior, such as promiscuity.
2. Price has a positive and significant effect on interest in watching movies: Price is the amount of money and goods needed to obtain a combination of other goods accompanied by the provision of services (Buchari, 2014). The purpose of pricing can support a primary demand-oriented marketing strategy if the company believes that lower prices can increase the number of users or the level of use or repeat purchases in a particular form or category of product. This is especially true in the early stages of the product life cycle, where one of the important goals is to attract new customers. Lower prices can reduce the risk of trying a new product or can also increase the value of a new product relatively compared to other existing products (Nasution, et. al, 2020). (Kotler, P. & Armstrong, 2012) The more competitive the price of an item, the more people will make purchases. The above opinion is in line with the opinion of the results of the study: (Tirtayasa & Ramadhani, 2023),

(Tirtayasa, 2022), (Daulay et al, 2021), (Astuti, R., & Abdullah, 2018). For Muslim students, budget constraints are often the main consideration in choosing entertainment. Affordable cinema ticket prices or discounts and promotions can increase their interest in watching. In Islam, the use of assets for recreational needs is permitted, as long as: 1) Does not neglect religious obligations, such as prayer or seeking knowledge, 2) Does not prioritize entertainment over primary needs, such as food, education, or zakat.

Simultaneously, lifestyle and price have a significant positive effect on the interest in watching movies: Lifestyle and price simultaneously have a significant positive effect on the interest in watching movies among Muslim students, because both reflect the balance between recreational needs and financial responsibility. In the Islamic perspective, the decision to watch movies based on an Islamic lifestyle and affordable prices reflects the principles of moderation, responsibility, and welfare. This allows Muslim students to continue to enjoy modern entertainment without violating religious values, while maintaining a balance in the wise use of wealth.

Conclusion:

The results of this study indicate that lifestyle has a positive and significant effect on the interest in watching Muslim students. And price also has a positive and significant effect on the interest in watching Muslim students. Lifestyle and price simultaneously have a significant positive effect on the interest in watching Muslim students, because both reflect the balance between recreational needs and financial responsibility. From the coefficient of determination, it is known that 47.9% of the variable of interest in watching can be explained by lifestyle and price variables, while the remaining 52.1% is explained by other variables that are not studied.

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