

The Effect of Attitude Towards Watching MPL ID Tournaments in Cinema, Subjective Norms, Perceived Behavioral Control, E-WOM, and Involvement on Intention Watching MPL ID Tournaments in Cinema

Rachmad Pujo Sakti, *Gancar Candra Premananto^{ORCID}

Department of Management, Faculty of Economics and Business, Universitas Airlangga, Surabaya, Indonesia.

Correspondence*:

Address: Jl. Airlangga No.4 Surabaya 60286, Indonesia | e-mail: gancar-c-p@feb.unair.ac.id

Abstract

This research examined the effect of attitudes towards watching MPL ID tournaments in cinemas, subjective norms, perceived behavioral control, involvement, and E-WOM on intentions to watch MPL ID tournaments in cinemas. This research used a quantitative approach using multiple linear regression analysis testing techniques. The research data were obtained from questionnaires distributed online via Google Forms to respondents with predetermined criteria. These criteria include being at least 18 years old, being a gamer, and having never watched an MPL ID tournament in a cinema. The total number of respondents obtained was 136 respondents. This study uses a 5-point Likert scale. The study results show that attitudes toward watching MPL ID tournaments in cinemas, subjective norms, involvement, and E-WOM affect intentions to watch MPL ID tournaments in cinemas. However, perceived behavioral control does not positively affect the intention to watch the MPL ID tournament in cinemas.

Keywords: Attitude, Subjective norms, Perceived behavioral control, Involvement, E-WOM, Intention watching MPL ID tournaments in cinema.

JEL Classification: M30, M31, M37

1. Introduction

Growth in the service industry sector is now starting to increase. One of them is cinema services. Based on data from filmindonesia.or.id, showing that the number of cinemas and screens has grown, it was noted that at the end of 2020, there were 517 cinemas and 2,145 screens in Indonesia (Pusparisa, 2021). Cinema is a place that has the function of watching movies on a widescreen, with audio quality that is more satisfying to the audience. Cinemas in Indonesia identically show various films from Indonesia to foreign films such as Hollywood and Bollywood. Currently, cinemas continue to develop innovations to compete with competitors, one of which is broadcasting game tournaments in cinemas. This innovation was carried out by the Cinepolis cinema in 2022. Showing the Mobile Legends game tournament in cinemas is a new phenomenon in Indonesia.

Furthermore, the ticket price is also 2 times that of a movie ticket. Moreover, the MPL ID tournament is broadcast in all Cinepolis branches throughout Indonesia. MLBB (Mobile Legends: Bang Bang) is a MOBA (Multiplayer Online Battle Arena) online game that can be played via a smartphone developed by Moonton. MOBAs are online games that involve multiple players and focus on fighting in an arena. Generally, in MOBA online games, there is a matching system that involves two teams of five players on each team, each team member working together to set a strategy to win the game. Mobile Legends is one of the most popular MOBA games downloaded by over 100 million users on the Play Store platform. As reported by Statista.com, in 2022, the Mobile Legends game is ranked third out of the 10 most popular MOBA games in the world based on revenue (Clement, 2023).

Mobile Legends has become part of the rapidly growing e-sports or electronic sports industry. E-sports can be defined as an organized competitive game (Jenny et al., 2017). Moonton has entered the e-sports scene by creating several regional tournaments dubbed Mobile Legends Professional League (MPL) in Southeast Asia, Latin America, North America, and North Africa, which serve as qualifications for the Mobile Legends World Championship, where a total of 15 countries, including Japan, Russia, and the United States have participated so far. The MPL ID season 9 tournament, in collaboration with Cinepolis Cinemas Indonesia, is the first e-sports tournament in Indonesia to be shown in cinemas (Tanujaya, 2022). The innovation of showing tournaments in cinemas is a new phenomenon in Indonesia. After completing its inaugural week, a few people said they did not know that the MPL ID Season 9 tournament was also being shown in Cinepolis cinemas (Aditama, 2022). In addition, data on the number of MPL ID tournament viewers at Cinepolis cinemas during seasons 9 and 10 are unavailable and cannot be attached to this study. They are bearing in mind that until now, there is still intense competition between foreign films and local films. This is a challenge for Cinepolis to continue to compete with various creative marketing strategies to attract audiences to watch the MPL ID tournament at Cinepolis Cinemas. Research on intention to watch that specifically discusses MPL ID tournaments in cinemas is still minimal, especially in Indonesia, and no one has yet discussed intentions to watch MPL ID tournaments in cinema using the attitude towards watching MPL ID tournaments in cinema, subjective norms, perceived behavioral control, E-WOM, and involvement approaches. Therefore, research on the intention to watch tournaments in cinema using the attitude towards watching MPL ID tournaments, subjective norms, perceived behavioral control, E-WOM, and involvement approaches is very important.

2. Literature Review and Hypothesis Development

Marketing Concept

Marketing is one of the wheels of the company's economy in running a business. Marketing is often equated with sales, but in practice, the marketing concept is only sometimes related to profit-making sales but marketing and, at the same time, fulfilling the goals of the company's organization in anticipating customer needs and wants. Therefore, marketing has a broader meaning than just a sales word. The marketing concept highlights the needs and wants of the target market. Marketing activities mostly identify meeting social needs in society (Kotler & Keller, 2016). The orientation of the marketing concept can be related to consumers. The essence of the marketing concept is to understand consumer needs to build mutually beneficial relationships between companies and consumers. Today, consumers are very diverse and have varied and unique behaviors. This is very important for marketers to identify in more depth to make strategies to understand consumer behavior. The important value of understanding consumer behavior is that companies can offer targeted products or services and compete in the market for longer. Consumer behavior is closely related to marketing. Companies need to conduct analysis related to consumer behavior for marketing. Companies that use this concept are believed to be able to provide better value than their competitors. In this case, it can be explained briefly related to marketing is a series of processes in obtaining, maintaining, and increasing the number of customers through an offer communication process that has value for the target customer.

Attitude Towards Watching MPL ID Tournaments in Cinema

Referring to Ajzen (2005), attitude is a positive or negative evaluation of watching the MPL ID tournament. In general, attitude is a person's evaluation of something (Arora et al., 2019). Attitude is an internal state (internal state) that affects the alternative of a person's actions to people, certain events or objects (Ajzen, 2002). Attitude is an evaluation over a long time regarding likes or dislikes for someone, behavioral tendencies, and emotional feelings towards some ideas or objects (Kotler & Keller, 2016). Attitude has three components: cognitive, affective, and behavioral. The cognitive component comes from consumer confidence in an object. The affective component is an emotional reaction or feeling to an object. The element of behavior is a tendency to respond with behavior towards an activity or object (Hawkins & David L, 2015).

Hypothesis 1 (H1). Attitude towards watching MPL ID tournaments in cinema positively affects the intention Watching MPL ID Tournaments in Cinema

Subjective Norms

Subjective norms are personal views or perceptions regarding other people's beliefs to do or not to do the behavior being considered (Jogiyanto, 2007). Subjective norms are functions

based on normative beliefs, namely beliefs about agreeing or disagreeing that come from references or people and groups that influence individuals. Subjective norms are explained as individual perceptions of social pressure in carrying out or not carrying out a behavior. Subjective norms are personal views or perceptions regarding other people's beliefs that can influence the intention to perform or not perform the behavior being considered (Jogiyanto, 2007). Subjective norms are the product of individual perceptions of the beliefs held by others (Vaughan & Hogg, 2005).

Hypothesis 2 (H2). Subjective norms positively affect the intention Watching MPL ID Tournaments in Cinema

Perceived Behavioral Control

Perceived behavioral control can be explained as the perceived ease or difficulty of performing the behavior (Ajzen, 1991). Perceived behavioral control is the individual's perception of the ease or difficulty in realizing a particular behavior (Ajzen, 2005). In TPB (Theory of planned behavior), perceptions of behavior control are determined by individual beliefs regarding the availability of resources such as energy, money, and time that can inhibit or support the behavior to be carried out and how much the contribution of these resources (power of control factor) is in realizing a behavior (Ajzen, 2005). The stronger the belief regarding the availability of opportunities and resources owned by individuals related to certain behaviors and the greater the role of these resources, the stronger the individual's perception of control over that behavior. Individuals with a high perception of control will continue to try and be driven to succeed because they believe that with the opportunities and resources available, the difficulties they face can be overcome.

Hypothesis 3 (H3). Perceived behavioral control positively affects the intention Watching MPL ID Tournaments in Cinema

Involvement

Coulter et al. (2003) explained that involvement is considered important, and there is dependence on a product based on motivation to consume the same product category. The concept of involvement comes from psychology. Krugman brings the concept of involvement into marketing. Krugman explained that the concept of involvement has a big influence on advertising and research, especially on behavioral theory (Krugman, 1965). So far, the concept of involvement has been associated with various aspects of marketing, such as products (Hupfer & Gardner, 1971), advertising (Krugman, 1965), and purchases (Belk & Clarke, 1978). Involvement or involvement is important and depends on a product based on motivation to consume the same type of product (Coulter et al., 2003b). Engagement is defined as the perceived personal relevance of a product based on an individual consumer's needs, interests, and values (Griffith et al., 2001; Krugman, 1966; Zaichkowsky, 1985). Involvement is generally defined as consumer perception of the importance of a product category based on consumer

needs, values, and interests (Bian & Moutinho, 2011). Based on this concept, it is likely that there are differences in the level of involvement between one consumer and another towards a product. High involvement refers to a high level of attention from consumers towards a product, while low involvement refers to a low level of attention from consumers towards a product (Traylor, 1981). The level of consumer involvement in buying a product is related to their level of interest in making a purchase decision. In understanding what factors make consumers interested in a product (Assael H., 1992), explains as follows:

1. A product can be important for consumers because it can form a personal image. For example, private vehicle ownership can be a symbol of one's status and identity
2. A product that is attractive to consumers, such as clothing products
3. There is a significant risk when buying a product, such as the financial risk associated with buying a house
4. A product that has an emotional attachment, such as buying a musical instrument for music fans
5. A product that can show value through symbols or signs of a group, such as luxury and expensive Gucci brand products

Hypothesis 4 (H4). Involvement positively affects the intention Watching MPL ID Tournaments in Cinema

eWOM (Electronic Word of Mouth)

Referring to (Ismagilova et al., 2017), E-WOM is a dynamic and continuous process of exchanging information through online media that involves potential, actual, or consumers who have tried a product or service. E-WOM or electronic word of mouth is positive or negative statements made by potential customers, real consumers, and former consumers about a product or company via the internet (Hennig-Thurau et al., 2004). Consumers use social media to share their own experiences with brands, products or services that they have experienced themselves. Social media platforms are designed in a certain way so that users can freely interact in a two-way communication system. Interacting on social media platforms is a playful way of communication to generate discussion, and active digital engagement brings about very important decisions regarding generating purchase intentions (Berger, 2014). Through social media, companies can carry out product-related promotions and form online communities or groups for consumers interested in the brand (Kaplan & Haenlein, 2010). When information is exchanged through E-WOM, consumers will evaluate the product. E-WOM is currently very relevant, given the massive use of the internet and various social media platforms (Thadani & Cheung, 2012). Information on price, perceived quality and consumer value is obtained through social media. E-WOM can influence potential customers and their perception of product reviews or recommendations by other consumers (Zhang et al., 2010). E-WOM interests consumers in obtaining information about any service or product (Chevalier & Mayzlin, 2006).

Hypothesis 5 (H5). eWOM positively affects the intention Watching MPL ID Tournaments in Cinema

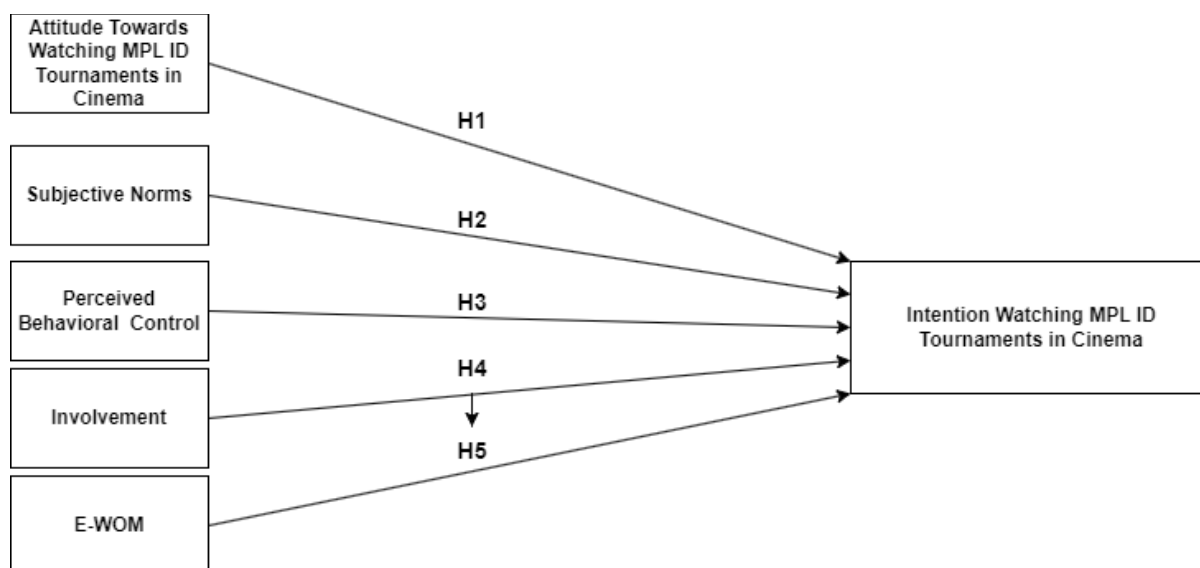


Figure 1. Research Framework

3. Data and Methodology

This quantitative study uses multiple linear regression analysis for data analysis. Multiple linear regression analysis is suitable for examining the relationship between the variables studied and the effect between one variable and another.

Sample and Measurement Instrument

In this study, researchers will use purposive sampling, where the sample is determined with unique characteristics according to the research objectives. The sample criteria selected in this study were at least 18 years of age because it is already an adult and is considered to have a better understanding and consumption decision. In addition, the sample is a gamer who likes to play Mobile Legends games and has never watched a Mobile Legends tournament. This study collected 154 respondents, and as many as 136 respondents were declared valid because as many as 18 respondents did not meet the desired criteria. Data collection was carried out by distributing questionnaires online via Google Forms. Respondents will be given questions and predetermined answer choices. Before filling in the questionnaire, prospective respondents were selected through a screening question process with the question, "Have you ever watched the MPL ID tournament in the cinema?" according to predetermined criteria and conditions.

Furthermore, respondents who have met the requirements and screening criteria can continue to fill out the questionnaire. Before answering the questionnaire, respondents were allowed to fill in personal data in gender, city of residence, age, and type of work. After that, the questionnaires filled in by the respondents will be collected by the researcher.

Table 1. Respondent characteristics.

Variables	Domain	Frequency	Percentages
Sex	Women	69	50,7%
	Men	67	49,3%
Educational Level	Elementary school	0	0%
	Junior high school	1	0,7%
	Senior high school	76	55,9%
	D1-D3	5	3,7%
	S1-S3	54	39,7%
Occupation	Student/undergraduate students	83	61%
	Self-employed	19	14%
	Civil servant	6	4,4%
	Businessman	3	2,2%
	Civil servant (BUMN)	4	2,9%
Income	Etc	21	15,4%
	< Rp 1.000.000	73	53,7%
	Rp 1.000.000 - Rp 3.000.000	35	25,7%
	Rp 3.000.001 - Rp 5.000.000	10	7,4%
Outcome	> Rp 5.000.000	18	13,2%
	< Rp 1.000.000	66	48,5%
	Rp 1.000.000 - Rp 3.000.000	48	35,3%
	Rp 3.000.001 - Rp 5.000.000	13	9,6%
	> Rp 5.000.000	9	6,6%

Source: Author calculation

Table 1 shows that the characteristics of respondents based on gender in the research that has been conducted are quite balanced between women and men. However, the number of male respondents was recorded to be greater than that of female respondents, with 69 male respondents or 50.7% of the total respondents. Furthermore, based on recent education in

this study, it is quite diverse. Respondents in this study were dominated by high school/vocational high school education, with a total of 76 people, or 55.9% of the total respondents. Furthermore, based on the work in this study is quite diverse. Respondents in this study were dominated by 83 students or students or 61% of the total respondents.

Furthermore, based on income, this study is quite diverse. Respondents in this study were dominated by respondents from the income class of less than IDR 1,000,000 per month, as many as 73 people, or 53.7% of the total respondents. Furthermore, based on expenditure per month in this study varied from IDR 1,000,000 per month to IDR 5,000,000 per month. Respondents in this study were dominated by respondents from the spending class of less than IDR 1,000,000 per month, with 66 people or 48.5% of the total respondents.

A five-point Likert scale was applied to all items, where one is “strongly disagree” and five is “strongly agree”. Regarding measuring attitude towards watching MPL ID tournaments in cinema, subjective norms, perceived behavioral control, involvement, and E-WOM are based on the items used (Ramírez-Castillo et al., 2021).

Table 2. Variables measurements

Items	Measurement Items	Adopted From
	Attitude Towards Watching MPL ID Tournaments in Cinema	
AT1	Watching MPL ID tournaments in the cinema is a great idea.	Ramírez-Castillo et al. (2021) and Wang et al. (2013)
AT2	Watching MPL ID tournaments in the cinema is a fun idea.	
AT3	I like the idea of watching the MPL ID tournament at the cinema.	
AT4	Watching MPL ID tournaments in the cinema is a great option.	
AT5	Watching MPL ID tournaments in the cinema is a wise choice.	
	Subjective Norms	
SN1	Most people who are important to me (like friends who are also gamers) think I should watch the MPL ID Tournaments in the cinema.	Wang et al. (2013) and Han et al. (2010)
SN2	Most people who are important to me (like friends who are also gamers) want me to watch the MPL ID Tournaments in the cinema.	
SN3	People whose opinions I value (like friends who are also gamers) prefer me to watch the MPL ID Tournaments in the cinema.	
SN4	Those who are important to me (like friends who are also gamers) support me in watching the MPL ID Tournaments in the cinema.	
	Perceived Behavioral Control	
PB1	I can buy tickets to watch the MPL ID tournament at the cinema.	Wang et al. (2013) and Han et al. (2010)
PB2	I have the resources, time and opportunity to watch the MPL ID tournament in the cinema.	
PB3	Watching MPL ID tournaments in the cinema is completely up to me.	
	Involvement	
IN1	For me, not watching the MPL ID tournament makes me regret it.	Mittal & Lee (1989)
IN2	Watching MPL ID tournaments is very important to me.	
IN3	For me, watching the MPL tournament means a lot.	
IN4	For me, I must watch the MPL ID tournament.	
	E-WOM	

Items	Measurement Items	Adopted From
EW1	I always read reviews from previous consumer experiences online regarding watching MPL ID tournaments in the cinema.	Bambauer-Sachse & Mangold, (2011)
EW2	I always read reviews from other consumers before watching MPL ID tournaments in the cinema.	
EW3	I always consult other consumers online about watching MPL ID tournaments in the cinema.	
EW5	I always collect information through online reviews before watching MPL ID tournaments in the cinema.	
Intention Watching MPL ID Tournaments in Cinema		
IW1	I will watch the MPL ID tournament in the cinema in the future.	Xu et al. (2020)
IW2	I will try to watch the MPL ID tournament in the cinema in the future.	
IW3	I plan to watch the MPL ID tournament in the cinema in the future.	
IW4	I will try to watch the MPL ID tournament in the cinema in the future.	

Source: Author

4. Results

Validity and Reliability Test

From the results of the validity test on the 24 questionnaire questions used in the research, it is known that the 24 questionnaire questions are valid as contained in the below with a Sig value. <0.05, and the Pearson Correlation is positive.

The reliability test results showed that the variable attitude towards watching the MPL ID tournament in cinema has a Cronbach's Alpha value of 0.942. Furthermore, the subjective norms variable has a Cronbach's Alpha value of 0.935. Furthermore, the variable perceived behavioral control has a Cronbach's Alpha value of 0.728. The involvement variable has a Cronbach's Alpha value of 0.918. Furthermore, the E-WOM variable has a Cronbach's Alpha value of 0.908. Furthermore, the variable intention to watch the MPL ID tournament in cinema has a Cronbach's Alpha value of 0.955. The reliability test concludes that all the variables used to collect data in this study are reliable because Cronbach's Alpha value is > 0.60.

Table 3. Validity and Reliability Test

Variables	Items	Pearson Correlation	Sig	Information	Cronbach's Alpha
Attitude Towards Watching MPL ID Tournaments in Cinema	AT1	0,931	0,000	Valid	0,942
	AT2	0,928	0,000	Valid	
	AT3	0,903	0,000	Valid	
	AT4	0,931	0,000	Valid	
	AT5	0,806	0,000	Valid	
Subjective Norms	SN1	0,910	0,000	Valid	0,935
	SN2	0,942	0,000	Valid	
	SN3	0,920	0,000	Valid	

Variables	Items	Pearson Correlation	Sig	Information	Cronbach's Alpha
	SN4	0,886	0,000	Valid	
Perceived Behavioral Control	PB1	0,869	0,000	Valid	0,728
	PB2	0,798	0,000	Valid	
	PB3	0,745	0,000	Valid	
Involvement	IN1	0,847	0,000	Valid	0,918
	IN2	0,942	0,000	Valid	
	IN3	0,916	0,000	Valid	
	IN4	0,886	0,000	Valid	
E-WOM	EW1	0,888	0,000	Valid	0,908
	EW2	0,891	0,000	Valid	
	EW3	0,822	0,000	Valid	
	EW5	0,899	0,000	Valid	
Intention Watching MPL ID Tournaments in Cinema	IW1	0.927	0,000	Valid	0.955
	IW2	0.935	0,000	Valid	
	IW3	0.942	0,000	Valid	
	IW4	0.951	0,000	Valid	

Probability Plot Normality Test (PP-Plot)

Referring to the normality test results with the probability plot, it is known that the points follow the diagonal line. Therefore, it was concluded that the data used in this study were normally distributed.

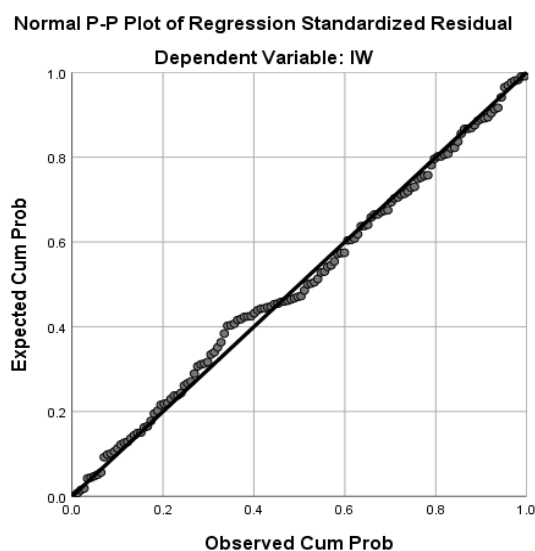


Figure 2. PP-Plot.

Multicollinearity and Heteroscedasticity Test

Based on the results of the multicollinearity test in Table 4, the variable attitude towards watching the MPL ID tournament in cinemas shows a tolerance value of 0.485 and a VIF value of 2.063. The subjective norms variable shows a tolerance value of 0.588 and a VIF value of

1.701. Then, the perceived behavioral control variable shows a tolerance value of 0.898 and a VIF value of 1.114. In addition, the involvement variable shows a tolerance value of 0.748 and a VIF value of 1.337. The E-WOM variable shows a tolerance value of 0.683 and a VIF value of 1.464. Thus, it can be concluded that the variable attitude towards watching MPL ID tournaments in cinemas, subjective norms, perceived behavioral control, involvement, and E-WOM used in this study do not show symptoms or multicollinearity problems because they show a tolerance value of > 0.10 and a value $VIF < 10.0$.

The results of the heteroscedasticity test shown in Table 4 show that the variable attitude towards watching the MPL ID tournament in cinemas shows a significance level of 0.547 or greater than 0.05. Meanwhile, the subjective norms variable shows a significance level of 0.180 or greater than 0.05. Furthermore, the variable perceived behavioral control shows a significance level of 0.076 or greater than 0.05. Then, the involvement variable shows a significance level of 0.762 or greater than 0.05. Furthermore, the E-WOM variable shows a significance level of 0.548 or greater than 0.05. Thus, it can be concluded that the variables in the regression model used in this study do not have symptoms of heteroscedasticity.

Table 4. Multicollinearity and Heteroscedasticity Test

Variables	Collinearity Statistics		Sig
	Tolerance	VIF	
Attitude Towards Watching MPL ID Tournaments in Cinema	0,485	2,063	0,547
Subjective Norms	0,588	1,701	0,180
Perceived Behavioral Control	0,898	1,114	0,076
Involvement	0,748	1,337	0,762
E-WOM	0.683	1,464	0,548

T-Test

Table 5. T-Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.654	1.290		-.507	.613
	AT	.184	.068	.217	2.684	.008
	SN	.210	.075	.205	2.798	.006
	PB	.158	.095	.099	1.664	.099
	IN	.365	.066	.359	5.514	.000
	EW	.216	.068	.218	3.197	.002

a. Dependent Variable: IW

From the hypothesis test results above, it is known that the significance value (Sig.) of the attitude towards watching the MPL ID tournament in cinemas is 0.008. Because the significance value of the variable attitude towards watching the MPL ID tournament in cinema is <0.01, it can be concluded that there is an effect of attitude towards watching the MPL ID tournament in cinemas on the intention to watch the MPL ID tournament in cinema partially. So, in this study, Hypothesis 1 (H1) was accepted. Furthermore, the subjective norms variable shows a significance value (Sig.) of 0.006. Because the significance value of the subjective norms variable is <0.01, it can be concluded that the subjective norms variable partially affects the intention to watch the MPL ID tournament in cinema. So, in this study, Hypothesis 2 (H2) was accepted. Then, the perceived behavioral control variable shows a significance value (Sig.) of 0.099. Because the significance value of the perceived behavioral control variable is > 0.01, it can be concluded that there is no effect of the perceived behavioral control variable on the intention to watch the MPL ID tournament in the cinema partially. So, in this study, Hypothesis 3 (H3) was rejected. Then, the involvement variable shows a significance value (Sig.) of 0. Because the significance value of the involvement variable is <0.01, there is a partial effect of the involvement variable on the intention to watch the MPL ID tournament in the cinema. So, in this study, Hypothesis 4 (H4) was accepted. Furthermore, the E-WOM variable shows a significance value (Sig.) of 0.002. Because the significance value of the E-WOM variable is <0.01, it can be concluded that there is an effect of the E-WOM variable on the intention to watch the MPL ID tournament in the cinema partially. So, in this study, Hypothesis 5 (H5) is accepted.

Discussion

As previously mentioned, this study examines the effect of attitude towards watching MPL ID tournaments in cinema, subjective norms, perceived behavioral control, involvement, and E-WOM to explain intentions to watch MPL ID tournaments in cinema. The findings show a positive influence of attitude towards watching the MPL ID tournament in cinemas on the intention to watch the MPL ID tournament in cinemas. This is in line with influencing intention as the research of Ramírez-Castillo et al. (2021) and Jin & Nuangjamnong (2022) show that attitude towards behavior has a significant effect on the intention to watch Mexican films in cinema (Ramírez-Castillo et al., 2021), and has a significant effect on the intention to purchase tickets to watch movies (Jin & Nuangjamnong, 2022). Furthermore, the respondents in this study have evaluated that watching MPL ID tournaments in cinemas is a good idea. This shows that watching the MPL ID tournament in the cinema is interesting, so consumers who have never watched it will also be interested in watching the MPL ID tournament in the cinema.

Furthermore, the findings show that subjective norms positively affect the intention to watch the MPL ID tournament in cinemas. This is not in line with the research conducted by Ramírez-Castillo et al. (2021), who explained that comments from family, relatives or friends did not influence consumers' intention to watch Mexican films in theatres. However, this study states the opposite, that consumers in Indonesia are influenced by suggestions from friends who are gamers in their intention to watch the MPL ID tournament in cinemas. This shows that the respondents in this study in watching MPL ID tournaments in cinemas were also influenced by people considered important, such as gamers' friends.

Regarding perceived behavioral control, it shows that it does not affect the intention to watch the MPL ID tournament in cinemas. This is also inconsistent with influencing intention, as stated in the research of Ramírez-Castillo et al. (2021) and Jin & Nuangjamnong (2022), proving that perceived behavioral control has a positive influence on the intention to watch Mexican films in theatres (Ramírez-Castillo et al., 2021), as well as the intention to purchase tickets to watch movies (Jin & Nuangjamnong, 2022). Perceived Behavioral Control affects purchase intention depending on consumer groups and their circumstances. It is possible that what influences the intention to watch the MPL ID tournament in cinemas for the respondents in this study is unrelated to their resources. However, it is possible that the respondents in this study, when they intended to watch the MPL ID tournament, were invited by their friends, and there was the potential to be treated. So perceived behavior control is influenced by external parties such as friends who are also gamers and so on.

Furthermore, the findings show that involvement positively influences the intention to watch the MPL ID tournament in theatres. Involvement positively affects the intention to watch Mexican films in theatres (Ramírez-Castillo et al., 2021). This can also be proven in the research that has been done; respondents are categorized as gamers who feel involved in watching the MPL ID tournament in theatres. Regarding watching the MPL ID tournament in theatres, they think it is something important. Regarding E-WOM, the findings show that it positively influences the intention to watch the MPL ID tournament in theatres. The influence of E-WOM is also inconsistent in influencing intention, as stated in the research of Ramírez-

Castillo et al. (2021) proved that E-WOM had no positive effect on the intention to watch Mexican films in cinemas. The importance of using recommendations on digital platforms and social networks because they can efficiently influence consumers to buy a service or product. Furthermore, the researcher suspects that the research results show that E-WOM has a positive influence on the intention to watch the MPL ID tournament in cinemas, that the respondents in this study also actively view, search for, and process information about watching MPL ID tournaments in cinemas via the internet. Therefore, it is also possible that the respondents in this study were indirectly influenced by information circulating on the internet about watching MPL ID tournaments in cinemas.

5. Conclusion

The results of the study show that attitude towards watching MPL ID tournaments in cinemas, subjective norms, involvement, and E-WOM positively affect the intention to watch MPL ID tournaments in cinema. In addition, this research shows that involvement positively affects and has the highest effects on the intention to watch the MPL ID tournament in cinema. However, research also shows that perceived behavioral control does not positively affect the intention to watch the MPL ID tournament in cinemas.

This research can contribute to marketing management science, especially marketing communications in the entertainment service industry. This research is likely to be able to develop studies related to the Theory of Planned Behavior, involvement, and E-WOM in marketing, considering that research related to the intention to watch MPL ID tournaments is rarely done. Next, similar analysis related to the Theory of Planned Behavior, involvement, and E-WOM can be carried out in different contexts (e.g., fields such as skin care, tourism, etc.) or using other variables. This research can be a reference in understanding the Theory of Planned Behavior, involvement, and E-WOM, which makes purchase intentions in several aspects of research in service companies and so on.

Referring to this research can be a reference for practitioners involved in marketing. As for suggestions for practitioners, this research proves that regarding perceived behavioral control there is no positive influence on the intention to watch the MPL ID Tournament in cinemas. Therefore, it is important for companies to review the ticket prices offered to make them more affordable for consumers. In addition, it is also possible that the respondents in the study decided to watch in the cinema influenced by other factors such as friends, for example, friends who treat other friends to watch in the cinema. Therefore, the company can consider this matter to develop ideas to attract consumers to watch in cinemas. In addition, the study states that involvement has a very high effect on the intention to watch the MPL ID tournament in cinemas, so the advice for practitioners, especially in attracting consumers to watch the MPL ID tournament in cinemas, is to approach the Mobile Legends community in Indonesia to target consumers who are highly involved in watching Mobile Legends tournaments in cinemas.

Limitations in the research that has been done are due to using a quantitative approach. Thus,

suggestions for further analysis can be studied using a qualitative approach. In addition, this study does not address respondents with specific gender categories. Furthermore, this research does not focus on respondents in the age category who have worked, attended school, etc. In addition, it is also related to the economic status of the respondent, such as financial independence.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Ajzen, I. (2005). *EBOOK: Attitudes, Personality and Behaviour*. McGraw-hill education (UK). [\(CrossRef\)](#)
- Arora, N., Prashar, S., Parsad, C., & Tata, S. V. (2019). Influence of celebrity factors, consumer attitude and involvement on shoppers' purchase intention using hierarchical regression. *Decision*, 46(3), 179–195. <https://doi.org/10.1007/s40622-019-00208-7>
- Assael H. (1992). *Consumer behavior and marketing action* (4th ed.). Kent Publishing. [\(CrossRef\)](#)
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/10.1016/j.jretconser.2010.09.003>
- Belk, R. W., & Clarke, T. K. (1978). The effects of product involvement and task definition on anticipated consumer effort/BEER No. 508. *Faculty Working Papers; No. 508*. [\(CrossRef\)](#)
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586–607. <https://doi.org/10.1016/j.jcps.2014.05.002>
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1/2), 191–216. <https://doi.org/10.1108/03090561111095658>
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
- Coulter, R. A., Price, L. L., & Feick, L. (2003a). Rethinking the origins of involvement and brand commitment: Insights from postsocialist central Europe. *Journal of Consumer Research*, 30(2), 151–169. <https://doi.org/10.1086/376809>

- Coulter, R. A., Price, L. L., & Feick, L. (2003b). Rethinking the origins of involvement and brand commitment: Insights from postsocialist central Europe. *Journal of Consumer Research*, 30(2), 151–169. <https://doi.org/10.1086/376809>
- Griffith, D. A., Krampf, R. F., & Palmer, J. W. (2001). The role of interface in electronic commerce: Consumer involvement with print versus on-line catalogs. *International Journal of Electronic Commerce*, 5(4), 135–153. <https://doi.org/10.1080/10864415.2001.11044219>
- Han, H., Hsu, L.-T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334. <https://doi.org/10.1016/j.tourman.2009.03.013>
- Hawkins, D., & David L, M. (2015). *Consumer Behavior: Building Marketing Strategy 11th Ed.* (CrossRef)
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hupfer, N. T., & Gardner, D. M. (1971). Differential involvement with products and issues: An exploratory study. *ACR Special Volumes*. (CrossRef)
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions*. Springer. <https://doi.org/10.1007/978-3-319-52459-7>
- Jogiyanto, H. M. (2007). *Sistem informasi keperilakuan*. Yogyakarta: Andi Offset.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., & Keller, K. (2011). *Marketing management 14th edition*. prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing management 15th global edition (Global)*. Harlow: Pearson Education Limited. (CrossRef)
- Krugman, H. E. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29(3), 349–356. <https://doi.org/10.1086/267335>
- Krugman, H. E. (1966). The measurement of advertising involvement. *Public Opinion Quarterly*, 30(4), 583–596. <https://doi.org/10.1086/267457>
- Mittal, B., & Lee, M.-S. (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, 10(3), 363–389. [https://doi.org/10.1016/0167-4870\(89\)90030-5](https://doi.org/10.1016/0167-4870(89)90030-5)
- Ramírez-Castillo, N. A., Müller-Pérez, J., Acevedo-Duque, Á., Müller-Pérez, S., González-Díaz, R. R., Suarez Campos, J., & Ovalles-Toledo, L. V. (2021). Sustainable moviegoer intention to attend cinemas based on the theory of planned behavior. *Sustainability*, 13(16), 8724. <https://doi.org/10.3390/su13168724>

- Thadani, D. R., & Cheung, C. M. (2012). The impact of eWOM communication: A literature analysis and integrative model. decision support systems. *Volume, 54*, 461–470.
- Traylor, M. B. (1981). Product involvement and brand commitment. *Journal of Advertising Research*. [\(CrossRef\)](#)
- Vaughan, G. M., & Hogg, M. A. (2005). Introduction to social psychology . Frenchs Forest. *New South Wales. NSW: Pearson Education*. [\(CrossRef\)](#)
- Wang, Y., Wiegerinck, V., Krikke, H., & Zhang, H. (2013). Understanding the purchase intention towards remanufactured product in closed-loop supply chains: An empirical study in China. *International Journal of Physical Distribution & Logistics Management*. <https://doi.org/10.1108/IJPDLM-01-2013-0011>
- Xu, X., Wang, S., & Yu, Y. (2020). Consumer's intention to purchase green furniture: Do health consciousness and environmental awareness matter? *Science of the Total Environment*, 704, 135275. <https://doi.org/10.1016/j.scitotenv.2019.135275>
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341–352. <https://doi.org/10.1086/208520>
- Zhang, J. Q., Craciun, G., & Shin, D. (2010). When does electronic word-of-mouth matter? A study of consumer product reviews. *Journal of Business Research*, 63(12), 1336–1341. <https://doi.org/10.1016/j.jbusres.2009.12.011>