

ANALISA PERILAKU GAYA HIDUP KONSUMEN PENONTON BIOSKOP PADA MAHASISWA UNIVERSITAS DI MANADO

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Abstract: Lifestyle behaviour also the activity of people that has been doing repeatedly by the people and it can be changing depend to the lifestyle and sometimes it may become people's habit. It also can affect by the social activity or by the environment that affect the people. The aim of this study is to analyze how is lifestyle behaviour of movie theater consumer as college student and what are the factors that effect lifestyle behaviour and the objectives is to know how is the lifestyle behaviour on movie theater consumer and what factors that effect lifestyle behaviour. In order to achieve these objectives the researcher got information from 15 informants using qualitative study which is in-depth interview and uses purposive sampling and snowball sampling. The results showed that Lifestyle Behaviours on Movie Theater Consumer of University student is a Lifestyle that very common, very interesting, modern, and positive, this kind of lifestyle of watching movies in Cinema has come naturally, and the university students that part with this research are very happy with the existence of the movie theater or the Cinema, through the development tehnology in this era, it leads people especially university student to come to Cinema for watching movie, The recomendation For the Cinema, it is more better to keep improving the service and always provide a good movie that could educate all the univesrsity students.

Keywords: *lifestyle behaviour, movie theater consumers*

Abstrak: *Perilaku Gaya Hidup adalah aktivitas seseorang yang dilakukan secara berulang-ulang dari orang tersebut dan dapat berubah tergantung pada gaya hidupnya, terkadang menjadi kebiasaan seseorang. Di Era sekarang gaya hidup tiap orang, mahasiswa Universitas mengacu pada gaya hidup atau hobi menonton film di bioskop. Tujuan dari penelitian ini adalah perilaku gaya hidup konsumen penonton bioskop pada mahasiswa Universitas di Manado. Untuk mencapai objek ini peneliti mendapatkan informasi dari 15 narasumber menggunakan studi kualitatif, wawancara secara mendalam dan menggunakan purposive sampling dan snowball sampling. Hasil yang diperoleh dari perilaku gaya hidup konsumen penonton bioskop pada mahasiswa Universitas di Manado. perilaku gaya hidup yang sangat umum, sangat menarik, modern dan positif. Gaya hidup seperti ini ada secara alami. Dan mahasiswa yang menjadi bagian dari penelitian ini sangat senang dengan adanya bioskop. Gaya hidup ini berdampak positif bagi lingkungan dan juga adanya perilaku gaya hidup menonton bioskop sangat membantu pada mahasiswa karena bisa menjadi hiburan pada waktu senggang disaat banyak tugas. Melalui perkembangan teknologi pada saat ini, membawa para mahasiswa untuk datang ke bioskop untuk menonton. Rekomendasi dalam penelitian untuk tempat bioskop atau cinema adalah bisa lebih baik lagi dalam mengembangkan pelayanan dan selalu menyediakan film film yang bagus dan dapat mendidik para penonton.*

Kata kunci: *tingkah laku*

INTRODUCTION**Research Background**

Currently people's need and want has been increasing year by year, starts from kids, junior and senior high school, student college, workers, and all ages with different background, people's needs and wants has been develop by following the development of the era of globalization. The development of business and technology also give the impact to the human, Human needs are always increasing day by day. The structure of consumption of people has been changed, not only food and clothing that become people's basic needs but nowadays many things added to the needs of people's life. The primary needs are basic needs that needed by the people. When the human needs increasing it makes the science and technology also increasing and vice versa. Nowadays business and technology have growing rapidly, not only the human needs are changing and increase, but also the lifestyle of people, The increasing of technology and business also give the impact to the people's lifestyle. Lifestyle is part of the secondary needs of human that can change depending on the age or desire of someone to change their lifestyle. Lifestyle is a pattern or way individuals show actualization for himself or herself to show to the environment. Individuals are able to show quality itself in a unique way, which is symbolizes individual status and role for the surrounding environment, Every individual free to choose what lifestyle that she or he will choose, whether its a luxury lifestyle, hedonic lifestyle, simple, healthy lifestyle, and so on. As it said Lifestyle is part of human secondary needs that can change depending on age or desire someone to change the style of conversation, Lifestyle can be seen from how people choose, habits, frequent places visited and others. Every rating individual about lifestyle will certainly different. Because every people has different kind of lifestyle and every people has different kind of behaviour. Whereas according to Kotler and Armstrong (2002), lifestyle is someone's behavior indicated in activities, interests and opinions specifically related to self-image to reflect on his or her social status.

Lifestyle can be created as a result of the attitude that people did everyday. In society, of course there are people who come from sub-culture, social class, and occupation different. This diversity will produce different actions and from that action will be an impact towards conditions that exist around individuals. Not only physical conditions but also a norm that apply, then the action which is called lifestyle. The creation of lifestyle is also influenced by several things. Every people has their own lifestyle, and also every people has their own behaviour toward his or her habits. As the time goes the lifestyle might be change adapt with the development of the era. The increasing of technology is very affect people lifestyle from time to time, from the development of technology that makes internet become easier, internet also help people to communicate to each other even in different location, the other things also has been change. The changing of lifestyle is caused by many factor it can be from internal factor or external factor. Lifestyle also can been seen from the activity of individual, the way he or she communicate with family friends, people around them or the community, and other factors that affect the people. The internal factor of individualism is like the attitude, experience, self concept, motive, perception, and the external factor is from the social and environment.

As the time goes by people nowadays mostly might follow the things that become famous like the trend, and it affect people to become more wasteful and makes people lack of consideration, talking about the lifestyle behavioural of people it can no be separated from the developing of the era and technological developments that have increased rapidly in recent years have had a including development in the business world have an impact to the lifestyle of people, many things become more easier to do, to buy, and with this kind of situation people lifestyle also develop. Many factors that makes people lifestyle changing, and in this situation the people did not aware of the things that effect them. Lifestyle also divided into two part whether it is a positive lifestyle or negative lofestyle woned by the people. And every people has their own lifestyle. The important thing is some people did not aware what are the things that affect their lifestyle, and lifestyle is a part of people behaviour that automatically change them from time to time. In this case especially for the young generation or a millenials, the characteritis is very unique and more consumptive especially a college student, a young generation have a many hooby, but one of the hobby or the lifestyle that very famous is wathcing movie and the young generation who mostly has a hobby to watching in cinema wants spend the time by went to the cinema whether its affected by internal or external factor, watching movie in cinema has become a trend for the young generation in Indonesia especially in Manado, and the lifestyle of it become a part of the young generation, and the lifestyle of it also can be influence by many factors, and as people know nowadays the development of technology makes the transaction more easier for them to purchase the ticket whether it is through the application that provide by the cinema or directly. Especially in manado there are several cinema thas has been been open, to fulfill the needs or hobby many young generation which is student college went there to spend the time. Even people can watch movie through television or phone, but because of the lifestyle or the trend of the student college who mostly want to

watch at cinema. It proves that the lifestyle of the young generation especially for the students college are refers to the trend, the trend that called current lifestyle of young generation, the young generation nowadays is very consumptive or has the consumptive behaviour espeially in Manado.

There are many student college in Manado who have a hobby to watching movie in Cinema, and through this research the reesearcher will analyse the lifestyle behavioural on student college who have a hobby to watching in cinema, and through this reesearch the researcher will explore about the lifestyle behavioural on young generation consumer which is especially for the student college in Manado.

Research Objectives

To know the lifestyle behavioural on movie theater consumer and what factors that effect lifestyle behaviour.

THEORETICAL REVIEW

Marketing

Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Kotler and Amstrong , 2012:12).

Consumer Buying Behaviour

Consumer also need to understand their behaviour to consider the attitude when they are in shopping environment. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service. (Simonson 2001).

Consumer Behaviour

Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. (Solomon, 1998:10) Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires).

Lifestyle Behaviour

Lifestyle behavioural also the activity of people that has been doing repeatedly by the people and it can be changing depend to the lifestyle and sometimes it may become people's habit. It also can affect by the social activity or by the environment that affect the people. The lifestyle behavioural also can be refers to negatif lifestyle or positive lifestyle depends on how people measure it. Because every people has their own lifestyle of behaivour.

Previous Research

Christine (2011). The title this is Association of Lifestyle Behaviour and Healthy Ageing in Five Latin American and the Carribean Countries. The result investigated the associations of four healthy lifestyle behaviours with healthy ageing and survival from a large dataset. Participants engaging in physical activity and in a diet with daily consumption of fruits and vegetables were individually associated with increased odds of healthy ageing and survival. In addition, we found that the more physically active the participants and the higher the number of fruits and vegetables servings, the higher the odds of ageing healthily. Neversmoking and moderate alcohol consumption were not individually associated with healthy ageing but all these four behaviours in combination had a positive effect both for healthy ageing and survival.

Faught. E. (2012) The title is Analysis Healthy Lifestyle Behaviours are Positively and Independently Associated with Academic Achievement. The result finding is a ll health behaviours exhibited independent associations with academic achievement. Frequent consumption of vegetables and fruits, breakfast and dinner with family and regular physical activity were positively associated with higher levels of academic achievement, while frequent consumption of junk food, not meeting sleep recommendations, and overweight and obesity were negatively associated with high academic achievement. The present findings demonstrate that lifestyle behaviours

are associated with academic behaviours as effective targets to improve academic achievement in early adolescents. These findings also justify investments in school-based health promotion initiatives.

Barrend, L. (2018). The title is Capacity Building and Social Marketing Promotes Healthy Lifestyle Behaviour in an Australian Aboriginal Community .The results show the project provides organization with skill development, social media production and online resources promoting sports and community events. Stakeholders and survey respondents valued local content, positive stories and awareness-raising elements, two campaigns developed by state and regional organization were adapted using locally developed social media with campaign messages. in this research explored the effectiveness of a project targeting an Australian Aboriginal community. The model was mutually beneficial. Partner organization enabled project access to local events and project staff supported organizational development and event promotion, social marketing community and prompted positive behaviour change.

Gate, L. (2016). The title is Promoting Lifestyle Behaviour Change and Well-being in Hospital patients: a pilot study of an evidence – based psychological intervention. The study shows the intervention reached a deprived target group with low levels of self-reported health and well being who demonstrated various lifestyle risk behaviours at baseline. It was well received as it is. Preliminary health gains were shown by self reported achievement of goals and take up referrals to community behaviour change and other services. There were significant improvements to self-efficacy, standard of health and well being scores after the intervention. And this study shows that offering lifestyle behaviour change services in a hospital setting is feasible for hospital staff and welcomed by patients with real potential to improve life. In this research also it is feasible to deliver a lifestyle behaviour change intervention in a hospital setting to vulnerable groups.

Conceptual Framework



Figure 1. Conceptual Framework
Source: Data Analysis Method (2019)

From this conceptual framework, this study aims to find out what how is the lifestyle behaviour on movie theater consumer in Manado.

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research to know more about the lifestyle behavior. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researchers use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

Population, Sample and Sampling Technique

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2003).

A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive and snowball sampling technique in order to get more valid and detailed result. The researcher took 15 respondent to be interviewed. Researcher took the entire respondent in many different ages who have been visit and watching n cinema. In order to know how is the lifestyle behaviour on College Student in Manado.

Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data and Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result.

Operational Definition of Research Variables

In this research the main variable is Lifestyle behaviour with two indicator which are internal and external factors

Instrument Testing

In instrument of research there are some step that have to applied in order to process the data that have to be researched. The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews (Lincoln and Gubs 1986)

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assessing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the respondent who have been visit and purchase products from excelso cafe and the sample took all 10 respondent.

Informant 1: Rinneke Nikmah (College Student, 18th)

Based on her experience watching movie has become her needs, through Watching in Cinema she can get a relaxing by watching a funny movie. According to Rinneke Lifestyle Behaviour is something that she usually did continuously and become her needs. Watching movie is also become her lifestyle. She said that watching movie is very related with the lifestyle behavioural, because nowadays many people went to Cinema to watching a movie and according to her the Lifestyle behaviour is very interesting is just like when people went to mall and suddenly buying something, that is just like the behaviour of watching Movie, Overall she said that lifestyle behavioural of watching movie has give her the positive impact she could be up to date and also she could follow the development of the new era, like many teenager watching movie in Cinema.

Informant 2: Ryan Armansyah (College Student, 17th)

Based on his experienced he said that he already know about Lifestyle Behaviour, because he realized that his lifestyle is related to watching in Cinema. According to him Lifestyle behaviour is when people doing what they really want to do. And he as a student who loves to watching movie can not denied that the lifestyle of people nowadays is very develop affected by the modern era. The society effect him to watch in Cinema. But as long as he watch movie that suit with his taste and his age, he will probably like to watch it often. He said that as long as the movie is suit with his taste it means it also suit with his lifestyle. And watching movie is become his lifestyle. Lifestyle behaviour is become one of the most positive things as long as the activity is suit with his age.

Informant 3: Haidar Ligawa (College Student, 21th)

According to Haidar the current lifestyle that is very famous and related to college student which the lifestyle behaviour that refers to watching movie in Cinema has give the positive impact to him. As he said Lifestyle behaviour is something when the people did often and it become his hobby it means or called consumer's or people's lifestyle, because every people has different characteristic, that is why every people also has different lifestyle and in this case Haidar said that his hobby of watching movie is become his current lifestyle. The factor

that makes his lifestyle changes to to visit Cinema is because the environment, the influence of the people around him also effected him. And also all convenience of watching movie is one of the big reason or factor that makes him really love to watching Movie in Cinema, that is why he said that his current lifestyle is very positive which is the lifestyle behavioural itself

Informant 4: Lisa Tobone (College Student, 19th)

Based on lisa experienced, she said that the internal and external factor that makes her often to watch in Cinema is not only the Hobby but also the convenience that she got when watching movie, the comfortable place, the service, the interest of movie and also the actor, and also the quality of the movie, that is all the factors that stimulated her to watch movie and she realize that it is all the factors that effect her lifestyle.

Informant 5: Putri Libuka (College Student, 21th)

According to Rosida watching movie in Cinema is one of her hobby, but even it is one of her hobby it does not make her addicted or hooked to watching movie, but still she need watching some movie in Cinema like to releave her stress after campus, because watching movie is one of her amusement. So she though that as a College student whose very tired of entering class from morning to afternoon, watching some movie is a must. According to her the lifestyle behaviour is a daily activity that people doing like almost everyday, and this current lifestyle which owned by almost of student callege which is watching movie in Cinema, she thought that it is something that very modern and comes naturally, from her point of view the lifestyle behaviour is something that very common, it is okay for all the college student having a hobby of watching movie as long as it does not bother other people. Because this kind of lifestyle behaviour it is personally, as long as they felt comfortable.

Informant 6: Indra Gobel (College Student 24th)

He said that in a week he got four hundred rupiahs for his allowance, and sometimes he save some of his money to watch in cinema, and usually he went to cinema arround 3 times in a week, and the internal of external factors was usually because of the promotion, friends, needs, comfortable, movie, that makes him went to cinema.

Informant 7: Endah Sigar (College Student, 20th)

She said thatLifestyle behaviour is something that she doing continuously, like for example watching movie is something that has become her daily activity and her current lifestyle, she said that most of college student need watch movie, cause its not only just for refreshing but also to learn, cause for some movie there are many behind story that has a good value for the teenager, and this kind of lifestyle behaviour also have two side, first is a negative and a positive side,like for example she said that it is more better if college student went to cinema to releaved their stress rather than to go to the club or some bad place that gave a negative effect, so it depend on every people.

Informant 8: Erdiansyah (College Student, 21th)

Based on his experience the factor that makes stimulated him to watch some movie is becuase the loving of the movie itself and the advertising that shows that trailler of the movie that is why the internal factor was the excitement. When asking about the lifestyle behaviour he said it is something that people usually does. And its something that people assume it is a common thing. He said that the current lifestyle of the college student who love to watching movie is something that very unique cause sometimes some people did not aware that watching movie become their lifestyle.

Informant 9: Sekar Larasati (College Student, 20th)

She said that many people did not aware with this kind of lifestyle, it comes naturally cause in this modern era, people will spend their time to watch movies. Especially for the college student, by having so many assignment it is good to watch some funny movie, that can refresh their mind, but she said it is okay to having this kind of lifestyle but most importantly as lonh as this lifestyle did not effect them to do some negative things and this is modern era, and the positive impact when people choose the right movie to watch they can gain some new knowledge, but in other side this kind of lifestyle also drain a lot of time, money.

Informant 10: Fatimah Alamsyah (College Student, 23th)

According to her sometims when she gets bored, she will decide to go watching because she want to do something that can cheer her up, that is why the factor of wants from herself become the internal factor. She usually wants to refresh her mind by watching in Cinema, as long as the movie suit with her taste. And for the

external factor because of her friend asked her to go watching, because of idola sometimes or the famous kind of movie, the factor of curious, the most factor also because the service, the concept of movie, the sound of the, and most of the facilities of the cinema support her to go to movie at cinema.

Informant 11: Ardho Husain (College Student, 19th)

Ardho said the lifestyle behaviour of watching movie is a common thing, especially for the college student, to go watching in cinema not only for watch but also people especially college student can learn a lot of thing, can get something new, especially the movies is a foreign movie, the college student can gain some knowledge from the development country, could see the place that they never seen before, and other positive things and beautiful place, that can motivated people, so according to Ardho it is good if the habit of watching movie considered as a lifestyle behavioural of college student, because this is a positive lifestyle, but he said that every people has different point of view.

Informant 12: Ian Pinasang (College Student, 23st)

According to Ian when asking about the lifestyle behaviour of Movie theater consumer especially for a college student, it is something that actually as a college student had to have which is the lifestyle that refers to having a hobby of watching movie in Cinema, because by having this positive lifestyle behaviours it means as a teenager we developed, we follow the new era that leads us to this. So this kind of behaviour is comes naturally, and according to his opinion also all the college student who have this kind of behaviour it is good cause in other side they can learn a lot of thing by watching a good movie especially for the foreign movie.

Informant 13: Indah Permatasari (College Student, 22nd)

So, according to Indah's opinion this kind of behaviour teach us how to be more patient, to be more respect each other cause we will know the culture of queueing, when people are queueing in Cinem its become a practice of the patient, and also when watching there are some rules that people can not be noisy so it also teach us how to follow the ruler, either break the rules. So overall having this kind of behavior is a positive thing.

Informant 14: Bryan Korua (College Student, 20th)

So Bryan said that this kind of behaviour is comes naturally, especially in Manado for the millenials generation by watching cinema is a positive cause people watch an original movie, and to refuse to avoid the hack of movie. So he said this kind of behaviour toward the movie theater consumer or the college student is a positive thing that actually a normal behaviour or the normal lifestyle that owned by many millenial generation.

Informant 15: Alisya Zima (College Student, 20th)

According to informant 15 in a week she probably can go to cinema around 2 or 3 times in a week, and she usually went to Cinema with her family and friends, according to alisya not only her but also other college student also often go to cinema, especially in Manado less of amusement place, so basically the millenials generation or mostly the college student went to Cinema to refreshing. She said that as a young generation people can not only learn theoretically but also practically, when we saw some good action in movies people can learn from it, and refuse the negative shows, but so far she said watching a foreign movie is educate her.

Discussion

Lifestyle is the pattern of everyday behavior of human or groups in society. Lifestyle can be a group identity. The lifestyle of each group will have its own unit characteristics. If there is a change in lifestyle in a group it will have a broad impact on various aspects. According to Minor and Mowen (2002), lifestyle is to show how people live, how to spend money, and how to allocate time. In addition, lifestyle is the pattern of one's life in the world of everyday life expressed in activities, interests and opinions in question. Lifestyle is often described by activities, interests and opinions of people (activities, interests, and opinions). A person's lifestyle is usually not permanent and quickly changes. Someone may quickly change the model and brand of clothing because it adjusts to changes in his life. Lifestyle shows how people regulate their personal lives, people's lives, public behavior, and efforts to distinguish their status from others through social symbols.

Lifestyle behaviour also the activity of people that has been doing repeatedly by the people and it can be changing depend to the lifestyle and sometimes it may become people's habit. It also can affect by the social activity or by the environment that affect the people. The lifestyle behaviour also can be refers to negative lifestyle or positive lifestyle depends on how people measure it. Because every people has their own lifestyle of behaviour.

lifestyle behavior is a pattern of interaction between one's life expressed in one's activities, interests, and opinions. From a number of definitions above, it can be concluded that lifestyles better describe a person's behavior, namely how he lives, uses his money and uses his time but not on the basis of needs but on the basis of the desire to be excessive or excessive. Lifestyle differs from personality. Personality further describes the deepest characteristics that exist in oneself human. Although the two concepts are different, lifestyle and personality are interconnected. Personality reflects characteristics internal from consumers, lifestyle describes external manifestations of these characteristics, namely a person's behavior.

Lifestyle can be created as a result of the attitude that people did everyday. In society, of course there are people who come from sub-culture, social class, and occupation different. This diversity will produce different actions and from that action will be an impact towards conditions that exist around individuals. Not only physical conditions but also a norm that apply, then the action which is called lifestyle. The creation of lifestyle is also influenced by several things. Every people has their own lifestyle, and also every people has their own behaviour toward his or her habits. As the time goes the lifestyle might be change adapt with the development of the era. The increasing of technology is very affect people lifestyle from time to time, from the development of technology that makes internet become easier, internet also help people to communicate to each other even in different location, the other things also has been change. The changing of lifestyle is caused by many factor it can be from internal factor or external factor. Lifestyle also can been seen from the activity of individual, the way he or she communicate with family friends, people around them or the community, and other factors that affect the people. The internal factor of individualism is like the attitude, experience, self concept, motive, perception, and the external factor is from the social and environment.

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The young generation or a millenials, the characteritis is very unique and more consumptive especially a college student, a young generation have a many hooby, but one of the hobby or the lifestyle that very famous is watching movie and the young generation who mostly has a hobby to watching in cinema wants spend the time by went to the cinema whether its affected by internal or external factor, watching movie in cinema has become a trend for the young generation in Indonesia especially in Manado, and the lifestyle of it become a part of the young generation, and the lifestyle of it also can be influence by many factors, and as people know nowadays the development of technology makes the transaction more easier for them to purchase the ticket whether it is through the application that provide by the cinema or directly. Especially in Manado there are several cinema that has been open, to fulfill the needs or hobby many young generation which is student college went there to spend the time. Even people can watch movie through television or phone, but because of the lifestyle or the trend of the student college who mostly want to watch at cinema.

Through the interview from all the respondent which talking about the lifestyle behaviour on movie theater consumer, as the explanation ababove this research is to analyse how is the lifestyle behaviour on movie theater consumer of university students, the research has been interview 15 person from university student and asking all the respondent about this kind of lifestyle about their opinion that related with this current research and all the respondent saying a good and positive opinion like for example they said that this kind of lifestyle or the behaviour itself is something that need to be have by many young generation, as people know that in this era of globalization many things has been growing very rapidly, the technlogy the internet and others, in this modern era the existence of Cinema or Movie theater makes many people get interest, but for the student college they went to Cinema not only just for watching but they said that there are many movies in Cinema that very educated, especially when people watching movies with english language it could help them to improve their english. All the respondent said that this lifestyle is very common and comes naturally, by the development of the current era it leads them naturally went to Cinema to learn and to refresh their mind.

CONCLUSION AND RECOMMENDATION

Based on the result and discussion from the previous chapter it can be conclude that Lifestyle Behaviour on Movie theaters Consumer of University student is a Lifestyle that very common, very interesting, modern, and

positive, this kind of lifestyle of watching movies in Cinema has come naturally, and the university students that part with this research are very happy with the existence of the movie theater or the Cinema, through the development technology in this era, it leads people especially universities student to come to Cinema for watching movie, and it is good to having this kind of lifestyle behaviour cause it has a positive impact to having this kind of behaviour like the college student could learn by watching a valuable movie that has a moral story. So the lifestyle behaviour on movie theater consumer of university students is something that very interesting and educated, when people are realize that they have this kind of behaviour most all of them said that this lifestyle is has positive impact and also the lifestyle behavioural of watching movie is very helpful cause on the university student this become an amusement when they having a lof of assignment, so the alternative way to refreshing is to go watching in Cinema, and it could be positive as long as they watch a movie that suit with all ages. All the university students who realize that they having this kind of lifestyle behaviour they said that this lifestyle is a part of our activity and the hobby that leads them to be more enjoyable.

There are some factors also that leads people to having this kind of behaviour which are internal and external factor, spesifically for the internal factors it comes from inside like affected by the self concept, motives, through the experience or the feel of needs and for the external factors cause by the society or the social environment.

Recommendation

This research has been conducted in order to explore generally about how is lifestyle behavioural on movie theater consumer of universitiies students and Here are some recommendations from the result:

1. For the Cinema, it is more better to keep improving the service and always provide a good movie that could educate all the univesities students.
2. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about lifestyle behaviour on movie theater consumer of universities students.

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