

The influence of interior design on consumer decisions in choosing a cinema building

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ABSTRACT

The global expansion of the film industry has an impact on the construction of cinema buildings, including in Indonesia. The construction of the cinema building must pay attention to the interior design, because the interior design will impact the comfort of visitors and create a desire to return at a later date. The purpose of this study was to determine if the interior design of a cinema influenced visitors' choice of a cinema building. According to the study results, the interior design of the cinema influences visitors' interest in choosing a cinema building, as well as what interior design factors influence them.

KEYWORDS

Interior design
Theater
Cinema interior design



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1. Introduction

The existence of the film business contributes to the growth of cinema buildings all over the world, including Indonesia. In addition to foreign films, domestic films saturated the entertainment industry. Data from the Association of Indonesian Cinema Management or *Gabungan Pengelola Bioskop Seluruh Indonesia* (GPBSI), as of May 2019 there have been 1,861 cinema spread across Indonesia (Nuraini, n.d.). The growth of the film business pushes the state of cinema buildings to be an important factor to consider. Cinemas require specialized management in areas such as management, location, objectives, and buildings. Cinemas are one of the factors influencing the growth of the entertainment sector (Davis, 2006) To pique public's attention, the cinema building must be able to provide guests with comfort so that visitors are interested and desired to return. The design component of the cinema's interior is important for comfort. The interior design of the cinema will provide guests an impression and mood. (Abusaada, 2020) The visitor's level of comfort will convey the impression that he or she is happy or unsatisfied. Visitors who are satisfied with the experience are more likely to return. A favorable consumer perception of the design of a room interior may be established by taking aesthetics and ergonomics into account. (Cucias, 2021). Interior design is focused on factors such as layout, ventilation, light, color, acoustics, and strategic site choices to create a comfortable environment. The process of organizing line components, size forms, colors, textures, noises, light, fragrances, and other design aspects is known as design (Mittal, 2021). Based on the statement, it is possible to assume that the interior design of the cinema, with a thorough organizing process, would give comfort and create a favorable atmosphere for guests, attracting interest to return to the cinema.

The discussion in this study attempts to discover the impact of cinema interior design on customer decisions when selecting a movie theater, as well as what impacts consumer decisions when selecting a movie theater. The value of research for cinema managers and interior designers is that it provides information on interior features in the cinema that might entice people to return. The following concerns will be addressed in this study; (1) Does the interior design of the cinema influence customer decisions to

pick a cinema building? (2) What interior design components impact customer decisions when choosing a cinema?

2. Method

The quantitative research approach was used in this investigation. Quantitative research is a research approach that employs data in the form of numbers as a tool to assess and perform research investigations, particularly on what has been investigated. (Darmiyati Zuchdi & Afifah, 2021) Based on this definition, it can be concluded that quantitative research methods are studies that use numbers as a result of the analysis process and obtained from a predetermined population or sample. In this quantitative approach, the data collection technique is through survey. The population and sample to be surveyed are randomly selected. The survey will collect information in the form of views and actions taken in response to certain factors using questionnaires accessible via a URL address. The data will next be examined using interpretations, which will result in analysis in the form of graphs, diagrams, and explanations of the outcomes of the analysis (Saragih et al., 2021)

3. Results and Discussion

The survey used Google Form platform with a target of random respondents, and got 64 responses that filled out the survey. Of the 64 respondents, 18.8% were under the age of 20, 76.6% were aged 20 to 30, and the rest were aged between 30 and 40. The survey found that 28.1% of the respondents only went to the cinema once in a few months, 32.8% of respondents went to the cinema once a month, 32.8% of respondents went to the cinema a few times a month, and the rest several times a week. Regarding with what are most frequently cinemas visited by respondents, it was revealed that 92.2% of respondents chose Cinema XXI or Cinema 21, 7.8% of respondents chose CGV Blitz Megaplex Cinema, and none of the respondents chose Cinemaxx and Cineplex Platinum Cinema as the most visited cinemas. Aspects that affect respondents revisiting the same cinema building resulted as follows: 34 respondents agreed that the ease of location access affected them, 38 respondents were influenced by the list of films, 32 respondents considered the ticket prices, 23 respondents felt that the interior design influenced them, and 2 respondents were influenced by the play time of the film. Regarding the effect of the comfort of the cinema building from the interior design variables, there are several variables, such as: the space, consisting of the area of the cinema building, the area of the cinema theater, the flow of circulation in the cinema, and layout; color variable, consisting of wall and floor colors of the cinema interior; air temperature, which is the temperature of the cinema space; interior acoustics which includes the noise of other visitors and the loudness of the speakers in the theater; and lighting variable that consists of the light or dark interior of the cinema and the selection of interior lights colors. These variables of the cinema building are measured with the scale 1 which means “not affecting”, 2 for “not really affecting”, and 3 means “affecting”, and the results are presented in the following diagram on Figure 1.

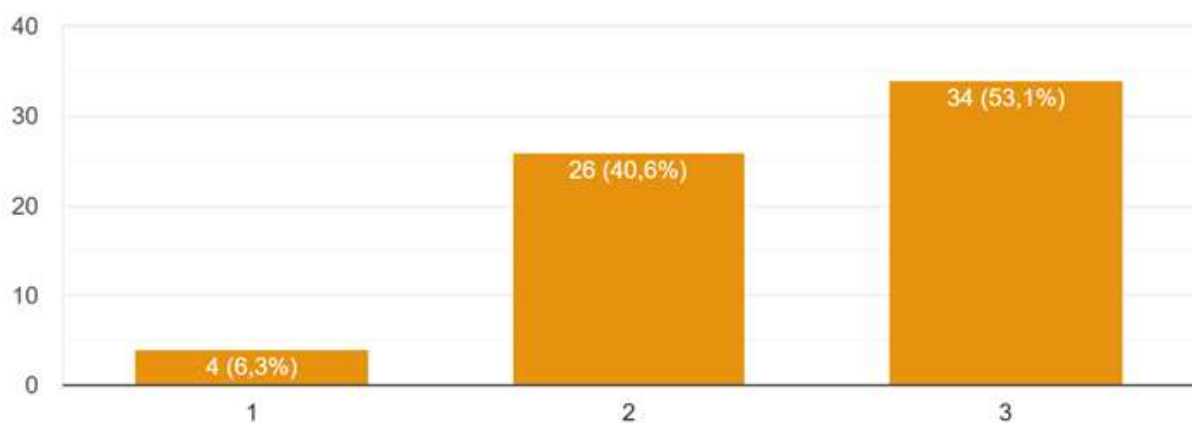


Fig. 1. The influence of cinema area's wideness on comfort

The survey results on figure 1 related to the influence of the wideness of the area of the cinema building on visitors' comfort, 53% of respondents stated that the size or wideness greatly affects their comfort. Meanwhile, 40.6% of respondents stated that the area wideness of the cinema building does not greatly affect their comfort level, and 6.3% of respondents claimed that size did not affect their comfort. In addition to the cinema space's wideness, the next factor being discussed is how the cinema auditorium's wideness affects the respondents' comfort, as displayed on Figure 2.

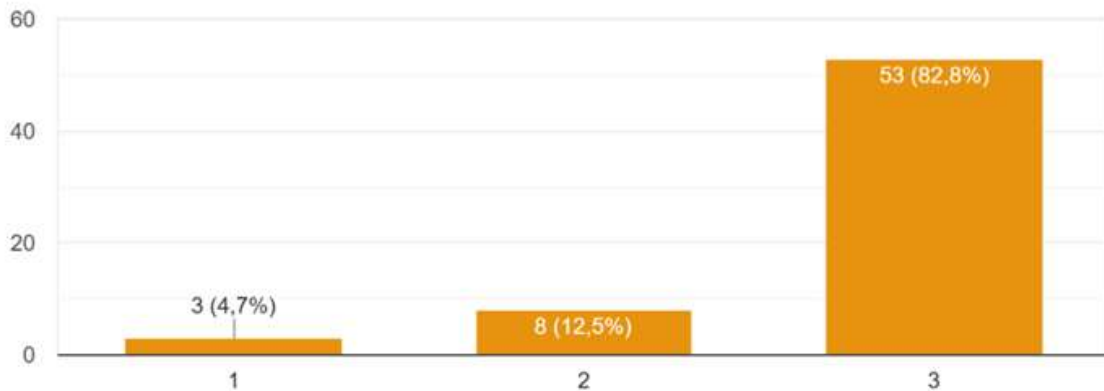


Fig. 2. The influence of the theater show wideness on comfort

The influence of the wideness of cinema auditoriums on visitors' comfort, as the survey shows, 53 of respondents stated that the wideness of cinema auditorium affects their comfort. The right wideness of cinema auditorium provides a visual area that directs the audience's orientation towards the screen segment well (Hogan, 2021) 82.8% of respondents, from their experience as the audience, stated that the wideness of cinema auditoriums influenced their visual, physical, and psychological comfort. 12.5% of respondents stated that such size of the auditorium did not greatly affect comfort. Besides, 4.7% of respondents thought that the area did not affect their comfort. Another numerical data is related to the next factor, the circulation flow, is displayed on Figure 3.

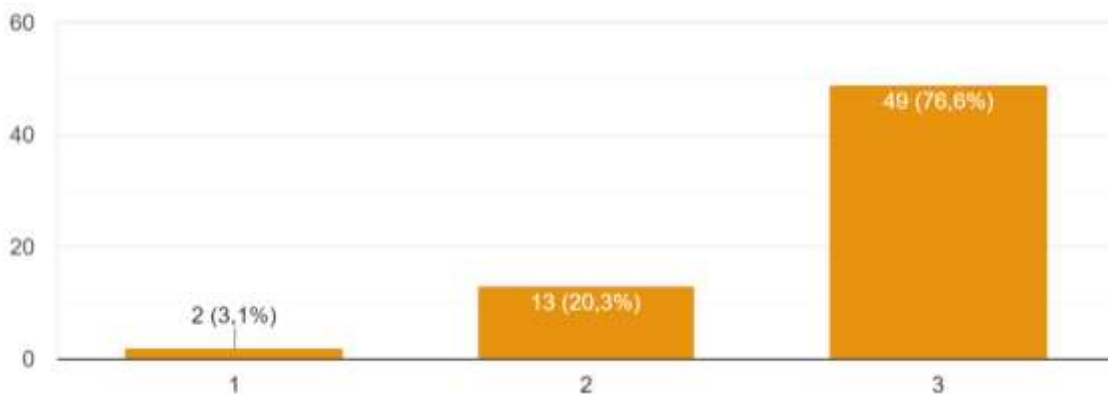


Fig. 3. The influence of cinema circulation flow on comfort

The survey result from 49 respondents in Figure 3 shows that the flow of circulation in the cinema affected the comfort level of the facility users. Circulation in the interior has an important impact on human comfort on buildings and is one of the important factors in the building design (Fu et al., 2020) (Sumarno & Indarto, 2018) A total of 76.6% of respondents said that a smooth and natural circulation flow without barriers (cross circulation) provides comfort of movements and safety for users. 20.3% of respondents said they did not really mind the circulation flow and 3.1% of respondents stated that the circular flow did not affect comfort. Figure 4 below shows the respondents' opinion about their comfort related to furniture layout.

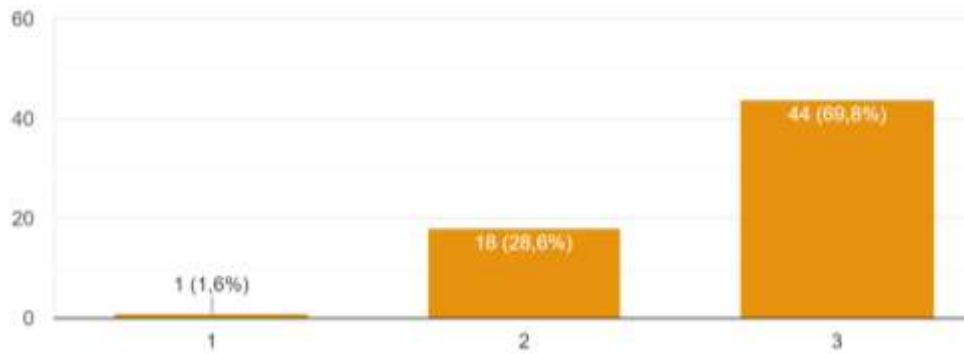


Fig. 4. The Effect of Furniture Layout on Comfort

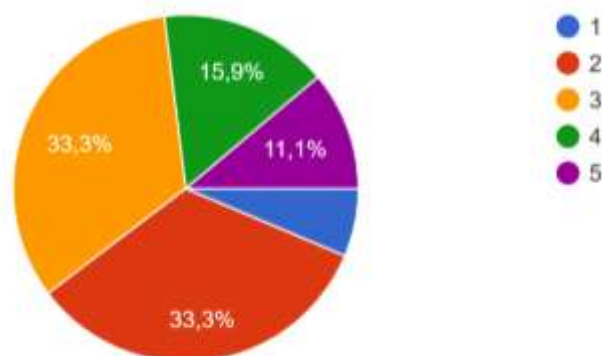
The influence of interior design on visitors' decision in choosing a cinema building, based on the survey result involving 44 respondents, shows that the layout of furniture affects comfort. The arrangement or the layout of the furniture, therefore, is important to consider due to the specific shape, size and floor area of the cinema building (Yang et al., 2021) A cinema building is one of the specific types of space, thus, it also needs a specific design treatment. The Interior Design of the cinema auditorium in the Platinum cinema building received score 5 from 7 respondents, score 4 from 10 respondents, score 3 from 21 respondents, score 2 from 21 respondents, and score 1 from 4 respondents. Figure 5 shows the



auditorium interior of Platinum cinema.

Fig. 5. Interior of Platinum Cinema Auditorium (Entertainment, 2019)

The interior design of the restroom at XXI Cinema gets score 5 from 23 respondents, score of 4 from 27 respondents, score 3 from 12 respondents, score 2 from 1 respondent, and score of 1 from 1



respondent. The pie diagram below (Figure 6) shows the percentages of the respondents giving score on the XXI restroom's interior design.

Fig. 6.The percentages of visitors' score of the interior of the XXI cinema restroom.

whereas Figure 7 shows the interior situation of the restroom



Fig. 7.The interior of the XXI cinema restroom.

Figure 8 below shows the percentages of respondents giving score about the interior of CGV Cinema's restroom.

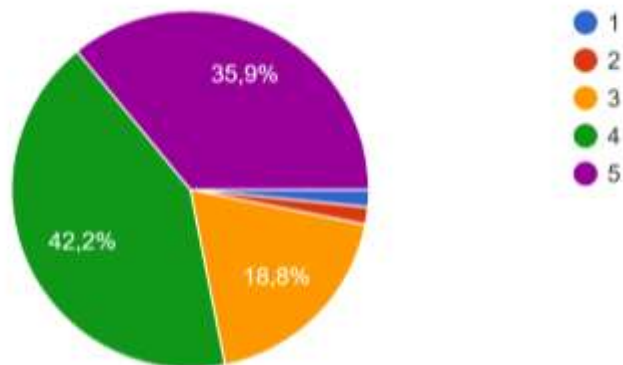


Fig. 8. The percentages of respondents score on CGV cinema's restroom

Restroom is a vital facility in a cinema building that becomes one of the visitors' considerations in choosing their option (Alwindini et al., 2019) Restroom's interior design at CGV Cinema gets score 5 from 14 respondents, score 4 from 19 respondents, score 3 from 23 respondents, score 2 from 3 respondents, and 1 from 4 respondents. Figure 9 shows the interior situation of the restroom at CGV Cinema.



Fig. 9. CGV cinema toilet interior

Figure 10 below is a pie diagram showing the spaces in a cinema area by which the interior designs attract visitors' attention the most. From the response, it is agreed that the lobby, the cinema auditorium, and the restroom are the three spaces which grabbed most of their attention.

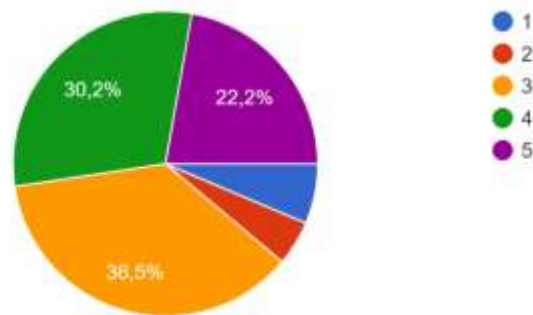


Fig. 10. Selected space interests respondents that most.

Lobby is a connecting space serving visitors before heading for the main room (Vargas & Stevenson, 2014) Several usual activities occur in the lobby including ticket booking or reservation, people chatting at some provided space, and some of them just sitting in the waiting room. Based on visual examples of selected spaces that have been scored by the respondents, it shows that 27 respondents chose the lobby as the space with the most attractive interior design, other 28 respondents thought that the interior design of the Cinema Auditorium is the most attractive, and other 8 respondents felt that the interior design of the restroom attracted them the most. Figure 11 shows the percentage of the respondents and their opinions related to the interior design of the three selected spaces that is the lobby, the cinema auditorium, and the restroom or toilet.

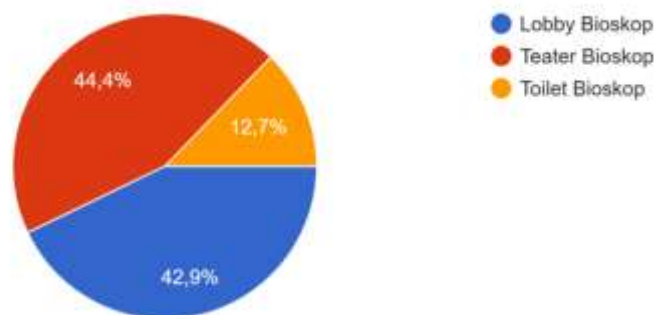


Fig. 11. The percentage of respondents choice about spaces with the most attractive interior design in cinema building

The last question on the survey stated that 55 respondents agreed that the style of the overall interior design influenced their interest in choosing a cinema building. The remaining 9 respondents disagreed that the style of overall interior design influenced their decisions. The survey result provides information that the most respondents chose XXI Cinema as the most visited cinema. The things that influence respondents' decision in choosing a movie theater is the list of films, followed by the distance of the cinema with their location, ticket prices, and then the convenience provided through the interior design of the cinema. The survey result also reveals that that some aspects of interior design affect the respondents' comfort. These aspects include room, color, air temperature, noise (acoustics), and lighting. Some variables of room consist of: the wideness of the cinema building; the auditorium area; circulation flow; and arrangement (layout). The wideness of the cinema building scored the lowest which means that from the respondent's opinion, in general, the wideness of the cinema building does not affect their comfort. The survey also proves that the respondents thought that the color of the walls and the color of the interior floor of the cinema matter, but not significantly. The survey result of the air temperature variable of the interior shows that the temperature in the cinema building greatly affects the comfort of the respondents during their visits at the cinema. Meanwhile, the variable of noise from other visitors

(acoustics), greatly affects respondents' comfort, on the other hand, the loudness of the speakers of the cinema theater does not affect comfort much although more stated that the loudness of the speakers affects comfort. Meanwhile, the lighting variable shows that the overall brightness of the cinema building as well as the selection of lights colors (cool/warm) affects the comfort of respondents.

Respondents' preference in the selection of cinema buildings from the survey results show that most of them agreed that their decisions in the selection were based on their experiences during their previous visits. Then, some facilities and appealing aspects of interior design also become the considerations of the respondents to visit a cinema although not very significant. The influence of interior design style from the example of 5 cinemas in Indonesia includes the lobby, the cinema auditorium, and the restroom. From the survey results provided, respondents' scores of the interior design, the cinema with the most interesting lobby is IMAX Cinema, followed by CGV Cinema, then Cinemax Cinema, XXI Cinema, and Platinum Cinema. On the aspect of the interior design of cinema auditorium, IMAX Cinemas was rated the highest in design interest, followed by XXI Cinema, Cinemax Cinema, CGV Cinema, and Platinum Cinema in the lowest rating. And finally, related to the restroom or toilet interior design in XXI Cinema and CGV Cinema. Respondents considered that the restroom in CGV Cinema has a more attractive interior design than that in XXI Cinema even though with very slight result difference. Of the three selected rooms, such as the lobby, cinema auditorium and restroom, the interior design that mostly attracted respondents was the cinema auditorium, then the cinema lobby, and the last was the restroom/toilet. Most respondents agreed that the interior design of the cinema / movie theater building influenced respondents' interest in choosing their decision about which cinema to go.

4. Conclusion

Interior design affects the comfort of human activities in it, including the interior in the cinema. Overall, the interior design of the cinema affects the interest of visitors to choose cinema building. The survey results show that respondents were more interested in the interior design they found in the lobby and cinema auditorium of the cinema building. One of the most interesting examples of interior design according to respondents is the interior design of the IMAX Cinema. Then, the things that affect the comfort of respondents when they are in cinema building are the area of the cinema auditorium, circulation flow, arrangement (layout), and noise of other visitors (acoustics), air temperature, light intensity and color selection of lights in the interior of the cinema. Things that do not affect respondents while in a cinema are the wideness of the cinema building area, the color of the floor and walls of the interior of the cinema, and the loudness of sound produced by cinema speakers in the auditorium. Unfortunately, although many respondents stated that the interior design of the cinema building influenced their interest in deciding which cinema building to go, the results show that the list of films, location distance (accessibility), and ticket prices become the more influential factors regarding respondents' decisions in choosing which cinema to go.

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