

THE INFLUENCE OF SHORT-FORM PROMOTIONAL VIDEO CONTENT ON MOVIE TICKET PURCHASE DECISIONS THROUGH ELECTRONIC WORD OF MOUTH (E-WOM) AMONG GEN Z

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Abstract

The development of social media has driven changes in promotional strategies in the film industry, particularly through the use of short video content such as TikTok, Instagram Reels, and YouTube Shorts. Short video content is considered capable of attracting audience attention, conveying information concisely, and encouraging interaction and digital conversation among users. In the context of Generation Z, electronic word of mouth (e-WoM) is an important factor that influences consumer confidence and decisions before purchasing movie tickets. This study aims to analyze the influence of short promotional video content on electronic word of mouth and movie ticket purchasing decisions, as well as to examine the role of e-WoM as a mediating variable. The study uses a quantitative approach with a causal design. Data were collected through an online questionnaire survey distributed to Generation Z who had seen short promotional video content and had watched movies in theaters. The sampling technique used was purposive sampling with a total of 90 respondents. The research instrument used a five-point Likert scale without neutral options. Data analysis was performed using linear regression analysis and mediation tests with the help of SPSS software. This study is expected to contribute academically to the development of digital consumer behavior studies, particularly regarding the role of short video content and electronic word of mouth in influencing movie ticket purchasing decisions. In addition, the results of this study are expected to provide practical considerations for film industry players in designing social media-based promotional strategies.

1. INTRODUCTION

The rapid expansion of social media platforms has substantially reshaped promotional practices within the film industry, particularly through the increasing use of short-form video content on platforms such as TikTok, Instagram Reels, and YouTube Shorts. These platforms enable marketers to deliver promotional messages in a brief, visually engaging, and easily distributable format, allowing films to reach audiences more efficiently within limited attention spans. Compared to conventional long-form trailers, short-form promotional videos emphasize immediacy, entertainment value, and shareability, which align closely with contemporary digital consumption patterns. Generation Z, often described as digital natives, represents a key audience segment for short-form promotional strategies. This generation demonstrates high social media intensity and a strong preference for concise, visually stimulating, and interactive content. Their media consumption behavior is characterized by frequent exposure to

algorithm-driven short videos and active participation in online interactions, including commenting, sharing, and reacting to content. As a result, short-form promotional video content is particularly relevant in shaping how Generation Z perceives and engages with film-related information.

Previous studies have shown that digital promotional content and online communication channels significantly influence consumer behavior in the film industry. For instance, Wuisang et al. (2025) reported that video-based promotional materials, including trailers and review-related content, shape audience perceptions and viewing intentions. Similarly, Fahlevy and Pribadi (2024) found that electronic word of mouth (e-WoM), manifested through online reviews and social media discussions, plays a crucial role in influencing consumers' decisions to watch films in cinemas. Despite these findings, several gaps remain in the existing literature. First, much of the prior research has examined digital promotion in a general sense or focused primarily on long-form trailers, while empirical studies that specifically investigate short-form promotional video content as a distinct promotional format are still limited. Second, existing empirical findings regarding the direct effect of promotional video content on movie ticket purchase decisions remain inconsistent. Some studies report a significant direct influence, while others suggest that promotional exposure alone is insufficient to drive purchase behavior. These inconsistencies indicate the possible presence of an intervening mechanism, such as electronic word of mouth, that links promotional exposure to consumer decisions. Third, although Generation Z has been widely studied, limited research situates this audience within specific urban contexts, such as East Jakarta, where media exposure, peer interaction density, and cinema accessibility may intensify digital social influence.

From a theoretical perspective, examining Generation Z audiences in East Jakarta provides contextual insight into how short-form promotional stimuli interact with social influence mechanisms in dense urban digital environments. High levels of social media usage, frequent peer interaction, and easy access to cinema facilities may strengthen the role of electronic word of mouth as an internal evaluative process that connects promotional exposure to behavioral outcomes. From a managerial perspective, East Jakarta represents a strategically important cinema market with strong Generation Z engagement on short-form video platforms, making it a relevant setting for evaluating the effectiveness of social-media-based film promotion strategies. Although previous studies have examined digital film promotion and electronic word of mouth, many treat short-form promotional video content primarily as a direct persuasive tool, without sufficiently explaining how such content stimulates online interaction that subsequently shapes purchase decisions. Moreover, inconsistent empirical evidence regarding the direct effect of promotional video content on ticket purchasing decisions highlights the need to examine indirect pathways rather than assuming linear effects. In addition, urban Generation Z audiences such as those in East Jakarta remain underexplored, despite their potential to intensify electronic word of mouth formation due to high connectivity and social interaction. Therefore, this study aims to examine the influence of short-form film promotional video content on movie ticket purchase decisions, with electronic word of mouth (e-WoM) as a mediating variable, among Generation Z in East Jakarta.

2. LITERATURE REVIEW

This literature review establishes the theoretical and empirical foundation for analyzing the relationships between short-form film promotional video content, electronic word of mouth (e-WoM), and movie ticket purchase decisions. The discussion draws on persuasion theory, consumer behavior theory, and digital communication perspectives to explain how promotional stimuli distributed through social media shape audience responses and decision-making processes.

From a persuasion and communication perspective, short-form promotional video content functions as a marketing stimulus designed to attract attention, evoke emotional responses, and encourage audience engagement. According to the stimulus organism response (S-O-R) framework, external stimuli presented through digital media influence individuals' internal cognitive and affective states, which subsequently lead to behavioral responses. In the context of film promotion, short-form videos such as trailers, highlights, and reaction clips are intended to stimulate curiosity, interest, and social interaction among viewers. Within this framework, short-form film promotional video content is commonly assessed through dimensions such as visual attractiveness, informativeness, entertainment value, interactivity, and perceived credibility of the content source. These dimensions reflect how audiences process promotional messages and how effectively such content captures attention and encourages engagement.

Electronic word of mouth (e-WoM) refers to consumer-generated opinions, evaluations, and experiences shared through online platforms. From a consumer behavior perspective, e-WoM functions as a social influence mechanism that reduces uncertainty and perceived risk, particularly for experiential products such as films. Compared to firm-generated promotional messages, e-WoM is often perceived as more credible because it originates from fellow consumers. Indicators frequently used to measure e-WoM include exposure to online reviews, trust in online opinions, perceived credibility of shared information, and the extent to which online recommendations influence personal judgments. Movie ticket purchase decision represents the final stage of the consumer decision-making process, occurring after individuals evaluate promotional information and social cues. Consumer behavior theory suggests that purchase decisions are shaped not only by promotional exposure but also by social influence, perceived value,

and personal preferences. In the context of digital film marketing, purchase decisions can therefore be understood as the outcome of interactions between promotional stimuli and peer-generated information encountered through social media.

2.1 Theoretical and Conceptual Background

Previous studies indicate that short-form digital content and electronic word of mouth play an important role in shaping consumer decision-making within the entertainment industry. Short-form film promotional video content refers to brief audiovisual promotional materials distributed through platforms such as TikTok, Instagram Reels, and YouTube Shorts, designed to communicate key messages efficiently while capturing audience attention. Empirical evidence suggests that video-based promotional content influences audience interest, perception, and engagement with films (Fitriani et al., 2023; Wuisang et al., 2025). For Generation Z, short-form video content is particularly influential because it aligns closely with their media consumption habits, which favor visually appealing, entertaining, and easily accessible content delivered via mobile devices.

Several studies demonstrate that visually attractive and informative promotional videos can stimulate curiosity and emotional engagement, encouraging audiences to interact with content or share opinions online (Putri & Ramadhan, 2022; Wuisang et al., 2025). However, other studies argue that promotional exposure alone is often insufficient to directly influence purchase decisions, as consumers increasingly rely on peer opinions and social validation in digital environments. These mixed findings suggest that the influence of short-form video content on purchase decisions may operate indirectly through social interaction and subsequent electronic word of mouth.

From the perspective of persuasion and communication theory, particularly the S–O–R framework, the effectiveness of promotional content depends on specific message characteristics that shape cognitive and affective responses before influencing behavior. Accordingly, short-form film promotional video content in this study is conceptualized based on dimensions that reflect how audiences perceive and process promotional stimuli. Indicators commonly used to measure short-form film promotional video content include:

- (1) visual attractiveness of the promotional video
- (2) clarity and usefulness of the information provided
- (3) entertainment value of the content
- (4) level of interactivity, such as likes, comments, and shares
- (5) perceived credibility of the content source.

These indicators are adapted from prior empirical studies on digital video advertising and social media marketing and adjusted to the context of short-form film promotion.

Electronic word of mouth (e-WoM) is defined as positive or negative statements about products or services shared by consumers through online platforms. In the film industry, e-WoM appears in the form of reviews, comments, recommendations, and discussions on social media. Numerous empirical studies demonstrate that e-WoM significantly influences consumer attitudes and reduces uncertainty prior to purchase decisions, especially for experiential products such as films (Cheung & Thadani, 2019; Fahlevy & Pribadi, 2024). However, the influence of e-WoM may vary depending on factors such as information credibility, audience involvement, and prior exposure to promotional content. This suggests that e-WoM does not operate independently but is often triggered by engaging promotional stimuli that encourage audience interaction. Movie ticket purchase decision reflects an individual's final decision to purchase a cinema ticket after evaluating promotional and social information. Prior research indicates that purchase decisions are influenced by promotional exposure, personal preferences, and social influence obtained through digital platforms (Putri & Ramadhan, 2022; Wuisang et al., 2025). For Generation Z, purchase decisions are frequently shaped by repeated exposure to short-form video content and electronic word of mouth encountered on social media. However, empirical findings also indicate that purchase decisions are not always directly driven by promotional content or online reviews alone. Instead, they may result from a cumulative process involving exposure, discussion, and perceived relevance. These findings support the view that movie ticket purchase decision represents the final outcome of interactions between promotional stimuli and online social communication.

2.2 Empirical Review and Hypothesis

Empirical research on digital consumer behavior suggests that short-form video content and electronic word of mouth are important determinants of purchase decisions in the entertainment industry. Several studies report that engaging promotional video content stimulates audience interaction and increases e-WoM activity. Fitriani et al. (2023) found that visually attractive and entertaining digital content enhances engagement and encourages opinion sharing on social media. Similarly, Wuisang et al. (2025) observed that film promotional videos frequently trigger online discussions and reviews.

Electronic word of mouth has also been widely examined as a predictor of purchase decisions. Fahlevy and Pribadi (2024) demonstrated that e-WoM has a significant positive effect on movie ticket purchase decisions, as online opinions and recommendations help audiences evaluate film quality and reduce perceived risk. Cheung and Thadani (2019) further emphasized the importance of e-WoM in shaping behavioral intentions for experiential products. In contrast, empirical evidence regarding the direct effect of short-form promotional video content on purchase decisions remains inconsistent. While some studies report a significant direct relationship, others suggest

that promotional effects become stronger only when mediated by online opinions and social interaction. These inconsistencies highlight the importance of positioning electronic word of mouth as a mediating variable to explain how short-form promotional video content influences movie ticket purchase decisions. Based on this synthesis, the following hypotheses are proposed:

H1: Short-form film promotional video content has a significant effect on electronic word of mouth.

H2: Electronic word of mouth has a significant effect on movie ticket purchase decision.

H3: Short-form film promotional video content has a significant effect on movie ticket purchase decision.

H4: Electronic word of mouth mediates the effect of short-form film promotional video content on movie ticket purchase decision.

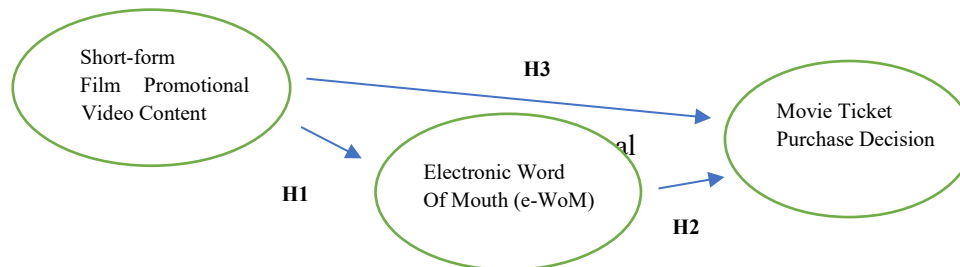


Figure 1 Conceptual Model of the Study

Source: Author (2025)

3. RESEARCH METHODOLOGY

3.1 Research Design

This research adopts a quantitative approach using a causal explanatory design to analyze the relationships between short-form film promotional video content, electronic word of mouth (e-WoM), and movie ticket purchase decisions. A quantitative method is selected because this study seeks to empirically test hypotheses that are formulated based on theoretical frameworks and prior empirical studies, as outlined in the literature review. The causal explanatory design allows the study to identify the direction and magnitude of influence among variables, particularly in examining the mediating role of electronic word of mouth within the proposed relationships.

In this research model, short-form film promotional video content is treated as the independent variable, electronic word of mouth as the mediating variable, and movie ticket purchase decision as the dependent variable. This conceptual structure aligns with the stimulus organism response (SOR) framework and consumer behavior theory, which explain that external promotional stimuli first affect internal evaluations and social responses before leading to observable behavioral outcomes.

3.2 Population and Sample

The population of this study comprises individuals from Generation Z who actively use social media and attend movie screenings in cinemas. Generation Z is defined in this study as individuals born between 1997 and 2012. The research specifically targets Generation Z residing in East Jakarta, an urban area known for high social media usage and the availability of cinema facilities. This geographical focus supports the theoretical assumption that urban digital environments increase exposure to short-form promotional videos and intensify peer-based online interactions.

This study employs purposive sampling as the selected sampling technique. Purposive sampling is applied to ensure that respondents possess relevant experiences related to the research variables. The criteria used for respondent selection include: (1) belonging to the Generation Z cohort, (2) having been exposed to short-form film promotional video content on social media platforms such as TikTok, Instagram Reels, or YouTube Shorts, and (3) having experience purchasing movie tickets for cinema viewing. The use of purposive sampling is consistent with the sampling method stated in the abstract and replaces any previous reference to convenience sampling, thereby maintaining methodological consistency throughout the study. A total of 90 valid questionnaires were collected and analyzed. While purposive sampling limits the generalizability of the findings, it is considered appropriate for explanatory research that focuses on testing relationships among variables within a specific behavioral context rather than producing population-level generalizations.

3.3 Data Collection Method

Data were gathered through an online questionnaire distributed via social media platforms. The online survey approach was chosen because the target respondents are digitally active individuals who frequently engage with

online content. The questionnaire was designed to measure respondents' perceptions of short-form promotional video content, their involvement in electronic word of mouth activities, and their movie ticket purchase decisions.

All measurement items were evaluated using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to full-scale distribution, the questionnaire items were reviewed to ensure clarity, relevance, and suitability for the research context.

3.4 Data Analysis Technique

Data analysis was performed using SPSS software. The analytical procedure consisted of several stages, including descriptive statistical analysis, validity testing, reliability testing, and regression based hypothesis testing.

3.4.1 Descriptive Statistics

Descriptive statistical analysis was conducted to summarize respondents' demographic characteristics and general responses to each research variable. This analysis aimed to describe the data distribution by examining minimum and maximum values, mean scores, and standard deviations. Descriptive statistics were used to identify response patterns and to confirm that the data were appropriate for subsequent inferential analysis.

3.4.2 Validity Test

Validity testing was carried out to determine whether each questionnaire item effectively measured its intended construct. The test utilized item-to-total correlation through Pearson's correlation coefficient. An item was considered valid when its correlation value exceeded the critical r-table value at a significance level of $\alpha = 0.05$. With a sample size of 90 respondents, the critical r-table value was approximately 0.207. Items that failed to meet this criterion were revised or eliminated to ensure construct validity before proceeding to further analysis.

3.4.3 Reliability Test

Reliability testing was conducted to evaluate the internal consistency of the measurement instruments using Cronbach's Alpha. Generally, a Cronbach's Alpha value of 0.70 or higher indicates good reliability. However, this study adopts an exploratory research perspective, in which slightly lower reliability values (≥ 0.60) are still considered acceptable, particularly in social science research involving new measurement contexts or relatively small sample sizes.

This approach is supported by methodological literature suggesting that reliability thresholds may be adjusted in exploratory studies as long as the measurement items remain theoretically sound and valid. Variables exhibiting extremely low reliability values were excluded from further analysis. Therefore, the reliability assessment in this study reflects a balance between statistical criteria and theoretical considerations.

3.4.4 Regression Analysis

After confirming the validity and reliability of the measurement instruments, regression analysis was conducted to examine the causal relationships among the research variables. Multiple linear regression analysis was employed to test the proposed hypotheses and to assess both direct and indirect relationships among short-form film promotional video content, electronic word of mouth, and movie ticket purchase decisions. The regression models examined the following relationships:

1. The effect of short-form film promotional video content on electronic word of mouth (H1).
2. The effect of electronic word of mouth on movie ticket purchase decisions (H2).
3. The direct effect of short-form film promotional video content on movie ticket purchase decisions (H3).
4. The combined effect of short-form film promotional video content and electronic word of mouth on movie ticket purchase decisions to evaluate the mediation pathway (H4).

Regression results were interpreted using standardized beta coefficients (β) to assess the direction and strength of relationships, t-values to evaluate statistical significance, and p-values with a significance threshold set at 0.05.

3.5 Mediation Identification

This study investigates whether electronic word of mouth functions as a mediating variable in the relationship between short-form film promotional video content and movie ticket purchase decisions. Mediation analysis was initially conducted using a regression-based approach adapted from Baron and Kenny to examine the significance of direct relationships among variables.

To enhance the robustness of the mediation analysis, indirect-effect significance testing was also performed using bootstrapping analysis through the PROCESS Macro for SPSS. Bootstrapping allows for a more rigorous evaluation of mediation by generating confidence intervals for the indirect effect without relying on normality assumptions. Electronic word of mouth is confirmed as a mediating variable when the indirect effect is statistically

significant and the confidence interval does not include zero. The integration of regression-based mediation steps and bootstrapping analysis provides a more reliable interpretation of the mediating role of electronic word of mouth.

3.6 Hypothesis Testing

Hypothesis testing was conducted based on the results of the regression and mediation analyses. A hypothesis was considered supported when the p-value was less than 0.05 and the standardized beta coefficient indicated a relationship direction consistent with the proposed theoretical framework. The hypothesis testing results were then interpreted in relation to prior empirical studies and the conceptual model developed in this research.

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Respondent Profile

This study involved 90 respondents who met the predefined sampling criteria. Based on gender composition, female respondents accounted for 57.8% of the sample, while male respondents represented 42.2%, indicating a slightly higher participation rate among women. In terms of age, most respondents were within the range of 18–25 years old (60%), followed by respondents aged above 25 years (25.6%) and those below 18 years old (14.4%). This distribution confirms that the majority of participants fall within the Generation Z cohort, which is consistent with the focus of this research.

All respondents (100%) reported having watched a movie in a cinema during the past six months, indicating that cinema attendance remains common among the sampled group. In addition, all respondents stated that they had been exposed to short-form film promotional videos on social media platforms such as TikTok, Instagram Reels, or YouTube Shorts. These characteristics indicate that respondents possess relevant experience with both film promotional content and cinema-related purchasing decisions, making them appropriate for examining the relationships investigated in this study.

4.1.2 Reliability and Validity Testing

The results of the validity and reliability assessments indicate that the measurement instruments used in this study demonstrate satisfactory construct validity and internal consistency. All indicators recorded factor loading values exceeding the minimum acceptable threshold of 0.50, suggesting that each item adequately represents its respective construct. As all indicators met the required validity criteria based on factor loading and item-to-total correlation values, no items were excluded from further analysis.

The short-form film promotional video content construct shows factor loading values ranging from 0.688 to 0.874, with a Cronbach's Alpha value of 0.709, indicating acceptable reliability. The electronic word of mouth (e-WoM) construct exhibits strong measurement quality, with factor loadings between 0.589 and 0.913 and a Cronbach's Alpha of 0.835, reflecting high internal consistency. Meanwhile, the movie ticket purchase decision construct records factor loading values between 0.550 and 0.889, with a Cronbach's Alpha of 0.618, which is considered acceptable within an exploratory research context. Overall, these results confirm that the measurement model is suitable for subsequent regression and mediation analysis.

Items	Factor Loading	Eigen Value	Cumulative Explained	Item-to-total Correlation	Cronbach's Alpha	Status
Visual Quality		1.917	63,89%		0.709	
VQ1	0.688			0.412		Valid
VQ2	0.874			0.637		Valid
VQ3	0.825			0.547		Valid
Informative Value		2.134	71,14%		0.793	
IV1	0.762			0.528		Valid
IV2	0.842			0.773		Valid
IV3	0.919			0.622		Valid
Engagement Entertainment		1.805	60.18%		0.496	
EE1	0.782			0.340		Valid
EE2	0.716			0.340		Valid

Items	Factor Loading	Eigen Value	Cumulative Explained	Item-to-total Correlation	Cronbach's Alpha	Status
EE3						<i>Deleted</i>
e-WOM Influence		2.440	81.34%		0.835	
EW1	0.882			0.732		Valid
EW2	0.911			0.730		Valid
EW3	0.913			0.785		Valid
EW4	0.589			0.440		Valid
Purchase Decision		1.751	58.36%		0.618	
PD1	0.889			0.611		Valid
PD2	0.811			0.439		Valid
PD3						<i>Deleted</i>

Table 1. Reliability and Validity Result

Source: Author (2025)

4.1.3 Coefficient Of Determination

The coefficient of determination (R^2) reflects the extent to which the independent variables explain variance in the dependent variables. The findings show that short-form film promotional video content explains 5.5% of the variance in electronic word of mouth ($R^2 = 0.055$), indicating a relatively limited explanatory contribution. In contrast, electronic word of mouth explains 16.1% of the variance in movie ticket purchase decisions ($R^2 = 0.161$), suggesting a moderate level of explanatory power.

The direct relationship between short-form promotional video content and movie ticket purchase decisions accounts for only 2.7% of the explained variance ($R^2 = 0.027$), indicating that promotional video exposure alone has minimal predictive strength. When short-form promotional video content and electronic word of mouth are included simultaneously in the model, the explained variance in purchase decisions increases to 16.8% ($R^2 = 0.168$). This result indicates that electronic word of mouth contributes more substantially to explaining purchase decisions than promotional video content, highlighting its dominant role in the decision-making process.

Path	R	R-square	Std. Error of the Estimate	Result
H1 Short-form Video Content → e-WOM	0.235	0.055	1.298	Weak
H2 e-WOM → Purchase Decision	0.401	0.161	1.030	Moderate
H3 Short-form Video Content → Purchase Intention	0.165	0.027	1.097	Weak
H4 Short-form Video Content & e-WOM → Purchase Decision	0.431	0.168	1.009	Moderate

Table 2. Coefficient of Determination

Source: Author (2025)

The hypothesis testing results indicate that short-form film promotional video content has a positive and statistically significant effect on electronic word of mouth ($\beta = 0.235$; $p = 0.027$), thereby supporting H1. Electronic word of mouth also shows a positive and significant effect on movie ticket purchase decisions ($\beta = 0.401$; $p = 0.000$), supporting H2. However, the direct effect of short-form promotional video content on movie ticket purchase decisions is not statistically significant ($\beta = 0.165$; $p = 0.121$), leading to the rejection of H3. Furthermore, when both variables are included in the regression model, electronic word of mouth remains significant ($\beta = 0.410$; $p = 0.000$), while short-form promotional video content becomes insignificant, indicating partial support for H4 and confirming the dominant influence of electronic word of mouth.

Hypothesis	β	t-value	p-value	Result
H1 X → Z	0.235	2.253	0.027	Supported (positive & significant)
H2 Z → Y	0.401	4.102	0.000	Supported (positive & significant)
H3 X → Y	0.165	1.564	0.121	Not supported (positive but not significant)

H4 $X + Z \rightarrow Y$	X : 0.069 Z : 0.410	X : 0.691 Z : 4.092	X : 0.491 Z : 0.000	Partially supported (only Z significant)
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Table 3. Hypothesis Result

Source: Author (2025)

The regression analysis results show that short-form film promotional video content has a positive and statistically significant effect on electronic word of mouth (e-WoM) ($\beta = 0.235$, $t = 2.253$, $p = 0.027$). This indicates that visually attractive, informative, and engaging short-form promotional videos are capable of encouraging online discussions, comments, and audience responses. In addition, electronic word of mouth strongly influences movie ticket purchase decisions ($\beta = 0.401$, $t = 4.102$, $p < 0.001$), suggesting that comments, recommendations, and discussions shared on social media play an important role in motivating Generation Z audiences to purchase movie tickets.

However, short-form promotional video content does not have a direct and significant effect on movie ticket purchase decisions ($\beta = 0.165$, $t = 1.564$, $p = 0.121$). This result implies that although audiences may respond positively to promotional video content, exposure to such content alone is not sufficient to immediately drive purchasing decisions. Furthermore, the combined regression model indicates that electronic word of mouth becomes the dominant predictor of purchase decisions ($\beta = 0.410$, $t = 4.092$, $p < 0.001$), while the influence of promotional video content decreases and becomes statistically insignificant ($\beta = 0.069$, $t = 0.691$, $p = 0.491$). These findings confirm that electronic word of mouth partially mediates the relationship between short-form promotional video content and movie ticket purchase decisions, meaning that promotional videos mainly affect purchasing behavior by stimulating online conversations rather than directly encouraging purchases.

In addition to the standardized regression results, further diagnostic tests were conducted to evaluate the robustness of the regression model. The unstandardized coefficients and their standard errors were within acceptable limits, indicating stable estimation results. Multicollinearity testing also showed no serious issues, as the inclusion of electronic word of mouth did not cause inflated standard errors or changes in coefficient direction. Moreover, an examination of regression residuals suggests that the basic assumptions of linear regression were adequately met. Overall, these results indicate that the regression model is reliable and appropriate for hypothesis testing and mediation analysis in this study.

4.2 Discussion

This study aims to analyze the influence of short-form film promotional video content on movie ticket purchase decisions, with electronic word of mouth (e-WoM) acting as a mediating variable. The discussion is organized according to the proposed hypotheses to explain how short-form promotional content disseminated through social media platforms shapes audience interaction and purchasing behavior among Generation Z.

H1: Short-form Film Promotional Video Content $\rightarrow$ Electronic Word of Mouth

The findings demonstrate that short-form film promotional video content has a positive and significant effect on electronic word of mouth. This indicates that visually appealing, informative, and entertaining short-form videos are effective in encouraging audience engagement, such as commenting, sharing, and discussing films online. Consistent with persuasion theory and the stimulus–organism–response (S–O–R) framework, promotional videos act as external stimuli that trigger cognitive and emotional responses, which subsequently lead to social interaction. This result aligns with previous studies that emphasize the role of engaging digital content in stimulating online word of mouth activity.

H2: Electronic Word of Mouth $\rightarrow$ Movie Ticket Purchase Decision

The results confirm that electronic word of mouth has a significant positive effect on movie ticket purchase decisions. This suggests that peer opinions, online reviews, and recommendations reduce uncertainty and increase confidence among Generation Z audiences when deciding to watch a film in cinemas. This finding supports consumer behavior theory, which highlights the importance of social influence in decision-making processes, particularly for experiential products such as movies.

The results confirm that electronic word of mouth has a significant positive effect on movie ticket purchase decisions. This suggests that peer opinions, online reviews, and recommendations reduce uncertainty and increase confidence among Generation Z audiences when deciding to watch a film in cinemas. This finding supports consumer behavior theory, which highlights the importance of social influence in decision-making processes, particularly for experiential products such as movies.

H3: Short-form Film Promotional Video Content → Movie Ticket Purchase Decision

Contrary to the proposed hypothesis, short-form film promotional video content does not have a statistically significant direct effect on movie ticket purchase decisions. Although the relationship is positive, the effect is insufficient to directly drive purchase behavior. This finding indicates that short-form promotional videos primarily function as tools for generating attention and interest rather than as immediate triggers for purchasing decisions. The result also helps clarify inconsistencies in previous research regarding the direct influence of promotional content on consumer behavior

H4: The Mediating Role of Electronic Word of Mouth

The mediation analysis indicates that electronic word of mouth plays a mediating role in the relationship between short-form film promotional video content and movie ticket purchase decisions. When both variables are included in the regression model, electronic word of mouth remains significant, while the direct effect of promotional video content diminishes. This suggests that promotional videos influence purchase decisions mainly by stimulating online discussions and peer evaluations rather than through direct persuasion. Within the S–O–R framework, promotional content functions as the stimulus, electronic word of mouth represents the organism stage, and purchase decisions constitute the behavioral response. Accordingly, electronic word of mouth serves as the dominant pathway linking promotional video content to movie ticket purchase decisions.

5. CONCLUSION AND FUTURE RESEARCH

5.1 Conclusion

This study examines the effect of short-form film promotional video content on movie ticket purchase decisions, with electronic word of mouth (e-WoM) as a mediating variable among Generation Z in East Jakarta. The findings demonstrate that short-form film promotional video content has a positive and significant effect on electronic word of mouth. This indicates that visually attractive, informative, and engaging short-form promotional videos are effective in stimulating online discussions, comments, and audience interactions on social media platforms. The results further show that electronic word of mouth has a positive and significant influence on movie ticket purchase decisions. Peer-generated reviews, recommendations, and online discussions play a crucial role in reducing uncertainty and strengthening consumers' confidence when deciding to watch films in cinemas. These findings confirm the importance of social interaction mechanisms in shaping purchase behavior for experiential products such as movies.

However, the study finds that short-form film promotional video content does **not** have a statistically significant direct effect on movie ticket purchase decisions. Although the relationship is positive, promotional video exposure alone is insufficient to directly motivate Generation Z audiences to purchase movie tickets. This finding indicates that the persuasive impact of short-form promotional videos operates primarily through electronic word of mouth rather than through a direct influence on purchase behavior. Accordingly, electronic word of mouth partially mediates the relationship between short-form promotional video content and movie ticket purchase decisions, with e-WoM emerging as the dominant pathway influencing consumer decisions.

Overall, the study highlights that movie ticket purchase decisions are driven more by social validation and peer-generated information than by promotional exposure alone. Short-form promotional videos function mainly as an initial stimulus that encourages engagement and online discussion, which subsequently shapes purchase decisions through electronic word of mouth.

5. 2 Limitations and future research

This study has several limitations that should be acknowledged. First, the research adopts a cross-sectional design based on self-reported data, which limits the ability to capture changes in consumer behavior over time and may be subject to common method bias. Second, the sample size is relatively small and was obtained using non-probability purposive sampling, which restricts the generalizability of the findings. Third, the study focuses on Generation Z in East Jakarta, meaning that the results may not fully represent consumers in other regions or demographic groups with different media consumption patterns.

Future research is encouraged to employ longitudinal or experimental designs to better capture causal relationships and changes in consumer behavior. Studies with larger and more diverse samples across multiple regions are also recommended to enhance external validity. Additionally, future research may explore other mediating or moderating variables, such as trust, influencer credibility, or platform-specific features, to further explain how short-form promotional content influences purchase decisions.

5.3 Practical implications

From a practical perspective, the findings suggest that film marketers should not rely solely on short-form promotional video content to directly drive ticket purchases. Instead, promotional strategies should be designed to actively encourage audience interaction, discussion, and sharing on social media platforms. Creating content that invites comments, opinions, and peer engagement can strengthen electronic word of mouth, which ultimately has a stronger impact on purchase decisions.

Film marketers are advised to integrate short-form promotional videos with strategies that amplify online conversations, such as leveraging user-generated content, influencer discussions, and interactive campaign features. By focusing on stimulating electronic word of mouth rather than direct persuasion alone, marketers can more effectively influence Generation Z audiences' decisions to watch films in cinemas.

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