

## ABSTRACT

**Dwi Putri Anisa / 2100861201168 / 2025 / The Influence of Location and Physical Evidence on the Decision to Watch at XXI Cinema Jamtos Mall, Jambi City / Pupu Sopini, S.E., M.M as Advisor 1 / H. Denny Asmas, S. E., M. Si as Advisor 2.**

*Decision-making is a crucial part of marketing strategy, where consumers have specific goals or behaviors they wish to achieve or satisfy. Subsequently, consumers make decisions regarding the actions they will take to solve their problems.*

*The aims of this study are: 1) To find out the description of location, Physical Evidence, and the decision to watch; 2) To analyze the simultaneous influence of location and Physical Evidence on consumer decisions; and 3) To analyze the partial influence of location and Physical Evidence on consumer decisions at XXI Cinema Jamtos Mall, Jambi City.*

*The research method used in this research is a quantitative descriptive method. The research data is in the form of primary data and secondary data. Data collection methods are carried out through observation and questionnaires. The sampling technique used purposive sampling method with the Slovin formula obtained 100 samples. Data analysis with Descriptive Analysis and Multiple Regression Analysis.*

*The results showed: 1) the average score from the frequency distribution of respondents' answers for the **location** variable was **361.9**, categorized as good. For the **Physical Evidence** variable, the average score was **368.9**, also in the good category. Meanwhile, the **consumer decision** variable obtained an average score of **382.7**, likewise categorized as good. (2) There is a **significant simultaneous influence** of the location and Physical Evidence variables on consumer decisions. Based on the F-test results, the F-value was  $49.232 >$  the F-table of 3.939. (3) There is a significant partial influence between the location and Physical Evidence variables on consumer decisions. The t-test results indicate that the location variable has a positive and significant effect on the decision to watch at the XXI Jamtos Mall Cinema in Jambi City ( $0.041 < 0.05$ ). Based on the t-test results, the t-value for the location variable ( $X_1$ ) was  $2.074 >$  the t-table of 1.660. The results of the t-test calculation stated that the Physical Evidence variable had a positive and significant influence on the decision to watch at the XXI Jamtos Mall cinema in Jambi City ( $0.000 < 0.05$ )..*

**Keywords:** *Location, Physical Evidence, Decisions to Watch*

