Analysis of Factors Affecting Consumer Behavior to Watch Kick Andy Program at Grand Studio Metro TV Kedoya, West Jakarta

Joko Suhariyanto¹, Andini Nurwulandari², Made Adnyana³
¹,²,³Universitas Nasional, Jakarta, Indonesia
Email: jokosuhariyanto85@gmail.com

Abstract

In this research, four factors influence the behaviour of consumers, namely: Cultural, Social, Personal and Psychological; researchers include another variable that is the education variable which is one of the functions of communication (television). This study aimed to analyze how much influence partial and simultaneously of consumer behaviour toward watching decision. The research was conducted, and watched the Kick Andy program that came to Grand Studio Metro TV. This study collected primary data by sending questionnaires directly to the audience—a cumulative sample size of 135 respondents was used in this study. The analytical method used was the SEM (Structural Equation Model) and processed by AMOS software program 22. The results of the analysis show that the behaviour of consumers has an influence on the decision for watching with r-squares of 0.857 or 85.7%, which means that the variable decision for watching can be explained by the variables of Culture, Social, Personal, Psychological, and Education 85.7%, while the remaining 14.3% influenced by another variable outside this research.

Keywords: Consumer Behavior, Decision for Watching, Kick Andy, SEM.

A. INTRODUCTION

Most of watching television activities originated from a need for information and entertainment, which later became a pattern and became a daily habit (Rosenstein & Grant, 1997). Watching television is a complex process in domestic practice, which generally can only be understood in the context of everyday life. This is because television is only one of the many entertainment industries that provide pleasure (Andrejevic, 2008). On the other hand, television has interactive relationships with other entertainment institutions. Television has attractiveness and value in each of the segments, which are mutually supportive and beneficial. In this case, the strength of television lies in its ability to make people watch television in search of information, knowledge and entertainment. Each television has a segment of the various programs it broadcasts. Each program may develop its appeal to a similar or different audience. Every television broadcast program competitively takes place,
along with the audience response. So the program selection itself is a television media response to the cultural rhythm of society (Williams, 2004).

The development of the television industry in Indonesia began with the airing of Televisi Republik Indonesia (TVRI) in 1962 (Rahkmani, 2013). In 2002, the Republic of Indonesia issued Government Regulation No. 9 of 2002, which regulates the change in the status of TVRI from a Jawatan Company to a Persero or PT. Based on Law Number 32, the Year 2002 concerning broadcasting, television with national broadcasts are TVRI, RCTI, SCTV, MNCTV, ANTV, Indosiar, Metro TV, Trans 7, Trans TV, tvOne, GTV, iNews TV, RTV, Kompas TV, and NET (KPI.go.id)

Television workers must continue to develop creativity in creating and building program programs so that television stations can survive in the tight competitive market. Various programs try to be presented, such as talk shows, infotainment, news, films and entertainment, sports, game shows, reality shows, and so on, to attract the audience's attention (Hesmondhalgh & Baker, 2008).

A talk show program is a program that presents one or several people to discuss a particular topic guided by a host. Those invited (as resource persons) have direct experience with the events or topics being discussed or those who are experts in the issues being discussed (Morissan, 2008). In an event program, it must have an attraction to get the attention of its audience, including in a talk show it also has three important attractions to get the attention of the audience, namely the presenter, the topic of conversation and the figures or speakers (Wibowo, 2007).

Metro TV has various programs, one of which has become the flagship of Kick, Andy. The Kick Andy talk show program is one of the programs broadcast and packaged in conversations that can provide knowledge in the form of information and education to the audience. Kick Andy tells the story of human life, which is sometimes hard to believe if everything happens around us. The Kick Andy talk show contains many events about characters, successful people or communities who have more and more interesting experiences to be used as inspiration to motivate people who watch it so they can see the lives of people around them and appreciate their life and time more (Kick Andy Book Vol. I of 2012).

The Kick Andy program premiered on March 1, 2006, until the end of April 2019; Kick Andy has aired 552 episodes and has been on the air for more than 13 years. Starting January 2018, the Kick Andy program airs every Friday at 19.30 WIB with a duration of 90 minutes. The shooting process is carried out every Thursday at 19.00 WIB at Grand Studio Metro TV Kedoya, West Jakarta. The number of spectator seats at the Grand Studio is 600 seats, and if in a month 4 shots are taken, then a month is 2,400 available spectators.

The variables affecting customer behavior are 1. (culture, sub-culture, social class) 2. Social elements (reference group, family, role and status). 3. Human factors (Age and
Life Cycle Stage, Work and Economic Conditions, Personality and Self-Concept, Lifestyle and Values) 4. Psychological elements (Motivation, Perception, Learning, Memory). In the meantime, connectivity (TV) has four functions, namely: 1. 2. Literacy. 3. Animation. 3. 4. Significance. Setiadi (2008) states that customer decision-making is a mechanism of convergence that integrates expertise to compare and select alternatives.

The purpose of this analysis is to explore the cultural aspect based on the problem formula mentioned, social, personal, psychological and educational influences on the decision to watch the Kick Andy program at Grand studio Metro TV either partially or simultaneously. This study wanted to know and explain the effect jointly and partially on consumer behaviour and education (X) on the decision to watch (Y).

B. LITERATURE REVIEW

1. Consumer Behaviour

Consumer behavior, as described by Mowen & Minor (2002), is the analysis of the units and decision-making processes involved in the acquisition, use, and determination of products, services, and ideas. According to Mangkunegara (2002), "consumer behaviour" refers to the behaviors taken by people, communities, or organisations in connection with the decision-making process associated with acquiring, utilizing, or using economic products or services that are affected by the setting. Meanwhile, consumer behavior, as described by Kotler (2009), is the study of how individuals, communities, and organizations pick, purchase, and use products, services, concepts, and experiences to meet their needs and desires.

Consumer behavior, as described by Engel et al. (1994), is any activity that is specifically related to acquiring, purchasing, and distributing goods and services, as well as the processes that precede and accompany these acts. Swastha & Handoko (2000) describe consumer behavior as the actions of individuals that are actively engaged in the acquisition and use of products and services, as well as the decision-making mechanism involved in planning and deciding these activities. Meanwhile, Setiadi (2008) defines consumer behavior as "any activity closely associated with purchasing, producing, and consuming a good or service, including the processes that precede and accompany this action." The researcher attempts to infer from the above concepts that consumer behavior is the preceding and subsequent behaviors of consumers (individuals, communities, or institutions) in acquiring, utilizing (spending, enjoying) goods, services, and experiences.
2. Factors Affecting Consumer Behavior

Consumer behaviour is strongly influenced by outside humans (external) and factors that exist within humans (internal). External factors are cultural and social factors, while internal factors are personal and psychological factors. According to Kotler and Keller (2018), the following influences affect customer behavior:

a. Culture, subculture, and social class are also cultural influences.

b. Social Factors: Group of Reference, Family, Job, and Status

c. Individual Factors: Age and Life Stage, Employment and Economic Situation
   Individuality and self-concept, as well as lifestyle and values

d. Psychological variables: motivation, perception, acquisition of knowledge, and memory.

The function of television as a form of modern mass media has many uses for television. In the beginning, television was present to contribute to a country. This is because its role as a state and government system subsystem, where a television station operates, the nature of the information, education and entertainment it broadcasts depends on the state system and the government concerned. According to Effendy (2002), television has four functions, namely: Information, Education, Entertainment, influencing.

3. Viewing Decision

The decision-making process is strongly influenced by consumer behaviour. The process is a problem-solving process to meet consumer wants or needs. According to researchers, the decisions taken by the audience to watch a television program are the same as the decisions taken by consumers in purchasing goods or services.

4. Definition of Watching Decisions

Consumer decision making covers all the processes that consumers go through to identify wants, evaluate alternatives and choose which television programs to watch. According to researchers, the decisions taken by the audience to watch a television program are the same as the decisions taken by consumers in purchasing goods or services. A purchase decision is an action or consumer behaviour whether or not to make a purchase or transaction. Whether or not the number of consumers in making a decision is one determinant of whether or not the company’s goals are achieved.

According to Kotler & Armstrong (2004), "a purchasing decision is a stage of the decision process where consumers actually make a product purchase". They
conclude that the buying decision-making process consists of five stages: identifying desires, gathering knowledge, evaluating options, making a purchase, and post-purchase behavior. Thus, buying decisions may be used to determine whether or not a company’s objectives are met.

5. Hypothesis

A hypothesis is a temporary conclusion or conjecture on a statement whose truth must be tested, whether the statement is true or false. The hypotheses in this study are as follows:

a. $H_1$: Cultural considerations influence the decision to watch the Kick Andy show on Grand Studio Metro TV in a meaningful and important way.

b. $H_2$: Social considerations influence the decision to watch the Kick Andy show on Grand Studio Metro TV in a constructive and important way.

c. $H_3$: Personal considerations influence the decision to watch the Kick Andy show on Grand Studio Metro TV in a constructive and important way.

d. $H_4$: Psychological considerations influence the decision to watch the Kick Andy program on Grand Studio Metro TV in a constructive and important way.

e. $H_5$: Factor schooling positively and significantly influences the decision to watch the Kick Andy show on Grand Studio Metro TV.

f. $H_6$: Cultural, societal, personal, psychological, and educational aspects all have a positive and important impact on how much time is spent viewing the Kick Andy show on Grand Studio Metro TV.

C. METHOD

Quantitative analysis was used to interpret the data gathered in this report. The demographic for this sample was the audience that came to watch the Kick Andy show at Grand Studio Metro TV as it was being shot (taped), with an average of 450 to 550 viewers a week. According to Sugiyono (2016), the survey is a subset of the population’s size and characteristics. The sample size is modified in accordance with the research model used in this report, namely structural equation modeling (SEM) through the AMOS 22 software (Hair et al., 2006). The sample size used to estimate the standard error of the mean (SEM) using the maximum likelihood (MLE) estimation model is between 100 and 200 samples (Ghozali, 2008).
D. RESULT AND DISCUSSION

1. SEM Assumption Test Results

The assumptions that must be met or become requirements in SEM analysis, in the form of data normality and outliers.

Data Normality

The following examination determines the degree of normality of the data used in the analysis by examining the skewness and kurtosis of the data and determining if the critical ratio (cr) on the skewness and kurtosis of the data is about 2.58. The vital ratio, skewness, and kurtosis values are used to determine normality. If both the cr skewness value and the multivariate value are less than 2.58, the data is considered to be normally distributed. The findings of the normality review indicate that all variables and metrics in the model satisfy the normality statement by falling within the range of -2.58 to +2.58.

Outlier Checking

Outlier is a term that refers to an observation state in data that is markedly different from other measurements and appears in unusual values, either for a single variable or for a combination of variables. Outliers are detected by examining the value of the Mahalanobis gap. The Chi-Square value at 309 degrees of freedom is used as the criterion, with a significance level of p0.05. Using Excel, I calculated the Mahalanobis meaning distance $2 (0.05; 309) = 350.995 [= CHIINV (0.05; 309)]$. This means that any Mahalanobis gap greater than 350.995 is considered an outlier.

There are no findings of a Mahalanobis value greater than 350.995 based on the performance of the Mahalanobis distance Full Model Fit using the AMOS 22 software. Thus, it can be argued that the analysis data used in this study contains no outliers.

2. Analysis of Structural Equation Modeling (SEM) Full Model

The goodness of fit test indicates that the complete model has a good fit, with a Chi-Square value less than the Chi-Square table, a chance greater than 0.05, and values for CMIN/DF, RMSEA, GFI, AGFI, CFI, and TLI that are within the prescribed range. Table 1 summarizes the findings of the Full Model Fit evaluation.
Table 1 Goodness-of-fit Index for the Full Model

| No | The Goodness of Fit Index | Cut off Value | Result | Conclusion |
|----|---------------------------|---------------|--------|------------|
| 1  | DF                        | > 0           | 314    | Over identified |
| 2  | $X^2$ chi-square           | It is Expected that it is Smaller; $X^2$ CINV(0.05; 309) = 350.995 | 324.581 | Good of fit |
| 3  | Significance Probability   | $\geq 0.05$   | 0.016  | Good fit    |
| 4  | GFI                       | $\geq 0.90$   | 0.928  | Good of fit |
| 5  | AGFA                      | $\geq 0.90$   | 0.954  | Good of fit |
| 6  | CFI                       | $\geq 0.95$   | 0.859  | Marginal of fit |
| 7  | TLI                       | $\geq 0.95$   | 0.807  | Marginal of fit |
| 8  | RMS                       | $\leq 0.08$   | 0.069  | Good of fit |
| 9  | CMIN/DF                   | $< 2$         | 1.642  | Good of Fit |

Source: Processing Amos 22

From table 1 it is obtained Chi-square = 324.581 with Degrees of freedom = 309 and Probability level = .016. Furthermore, to show the significance test with the full model variable, it can be seen from Table 2 below:

Table 2 Significance Test of Full Model Variables

| Estimate | S.E  | C.R  | P    | Label |
|----------|------|------|------|-------|
| Watching Decisions <-> Culture | .875  | .264 | 2.010 | .376  |
| Watching Decisions <-> Social  | .773  | .358 | 2.375 | .140  |
| Watching Decisions <-> Personal | .941  | .473 | 3.662 | .001  |
| Watching Decisions <-> psychological | .803  | .680 | 2.844 | .048  |
| Watching Decisions <-> Education | .978  | .364 | 3.952 | ***  |
| BDY1 <-> Culture               | 1.000 |      |      |       |
| BDY2 <-> Culture               | .630  | .398 | 2.005 | .481  |
| BDY3 <-> Culture               | .768  | .581 | 2.354 | .019  |
| BDY4 <-> Culture               | .752  | .460 | 2.143 | .123  |
| SOS1 <-> Social                | 1.000 |      |      |       |
| SOS2 <-> Social                | .690  | .298 | 2.071 | .116  |
| SOS3 <-> Social                | .812  | .359 | 2.265 | .024  |
| SOS4 <-> Social                | .735  | .317 | 2.130 | .033  |
| PRI1 <-> Personal              | 1.000 |      |      |       |
| PRI2 <-> Personal              | .962  | .263 | 2.874 | .001  |
| PRI3 <-> Personal              | .869  | .289 | 3.675 | ***   |
| PRI4 <-> Personal              | .803  | .460 | 3.921 | ***   |
| PRI5 <-> Personal              | .629  | .254 | 2.471 | .001  |
| PSI1 <-> Psychological         | 1.000 |      |      |       |
| PSI2 <-> Psychological         | .921  | .465 | 2.410 | .016  |
| PSI3 <-> Psychological         | .853  | .680 | 2.724 | .006  |
| PSI4 <-> Psychological         | .855  | .592 | 2.456 | .014  |
| PSI5 <-> Psychological         | .906  | .565 | 2.312 | .011  |
According to Table 2, there are two dimensions and measures in the Full Model that are statistically meaningful with a p-value = 0.001 (***) sign, one that is 0.05, and two that are > 0.10.

To assess the validity of the whole model, see Table 3 below:

### Table 3 Full Model Validity Test

|                          | Estimate |
|--------------------------|----------|
| Watching Decisions <-> Personal | .803     |
| Watching Decisions <-> Psychological | .841     |
| Watching Decisions <-> Education | .887     |
| Watching Decisions <-> Social | .732     |
| Watching Decisions <-> Culture | .714     |
| BDY1 <-> Culture         | .749     |
| BDY2 <-> Culture         | .798     |
| BDY3 <-> Culture         | .782     |
| BDY4 <-> Culture         | .734     |
| SOS1 <-> Social          | .748     |
| SOS2 <-> Social          | .835     |
| SOS3 <-> Social          | .711     |
| SOS4 <-> Social          | .766     |
| PRI1 <-> Personal         | .763     |
| PRI2 <-> Personal         | .829     |
| PRI3 <-> Personal         | .807     |
| PRI4 <-> Personal         | .792     |
| PRI5 <-> Personal         | .814     |
| PSI1 <-> Psychological   | .722     |
| PSI2 <-> Psychological   | .753     |
| PSI3 <-> Psychological   | .817     |
| PSI4 <-> Psychological   | .794     |
| PSI5 <-> Psychological   | .687     |
| EDU1 <-> Education       | .771     |
| EDU2 <-> Education       | .759     |
| EDU3 <-> Education       | .722     |
| EDU4 <-> Education       | .785     |
In Table 3, it is known that the dimensions and indicators in the Full Model are all valid because they have a common loading factor value > 0.50 so that nothing is dropped from the full model. Thus overall, the Full Model is a fit and acceptable model, which shows that it is a good structural equation model.

Measurement indexes from CMIN / DF, RMSEA, GFI, and AGFI, are within the expected value range with a probability value smaller than 0.05. The Chi-Square value is smaller than the Chi-Square table, while CFI and TLI are accepted marginally. Thus the feasibility test of the SEM model has met the acceptance requirements, where each of the criteria for the goodness of fit, namely: absolute fit indices (X2, CMIN / DF, RMSEA), incremental fit indices (CFI, TLI), are represented with good results.

| Variable         | Estimate |
|------------------|----------|
| Watching Decisions | .857     |

According to the table, the coefficient of determination (r-square) for the Watching Decision indicator is 0.857, meaning that 85.7 percent of the viewing decision can be explained by factors from the Cultural, Social, Personal, Psychological, and Educational domains. Other factors account for the remaining 14.3 percent which is omitted from this model of analysis.

### 3. Test of Construct Reliability Validity

Reliability quantifies the intrinsic accuracy of a formation variable's indicators, indicating the degree to which each indicator represents a generalized variable. There are two methods available: composite (construct) and vector removed. The minimum value for build stability is 0.70, while the minimum value for derived variance is 0.50 (Ghozali, 2008).

The findings indicated that all build measurements and metrics had a standardized loading factor value greater than 0.5. Both dimensions and constructs have a Construct Reliability (CR) greater than 0.7, and the Variance Extract (VE) is almost completely greater than 0.5. As a result, it can be inferred that the Full Model's
testing factors, dimensions, and metrics all have a high degree of reliability and validity.

4. Hypothesis Test

Furthermore, hypothesis testing will be carried out as proposed on the previous page. Testing is carried out on one hypothesis simultaneously and partially on five hypotheses. Simultaneous testing uses the Goodness of Fit Index criteria from the Full Model test results listed in Table 4.4. Partial testing uses the value of the t-value or Critical Ratio (CR) in this case at the level of 5% = 1.96 with a significance level of 0.05 in the Regression Weight (Group number 1 - Default model) from the results of processing AMOS 22 as presented in Table 5:

| Watching Decisions <-- Culture | Estimate | S.E  | C.R  | P    | Label |
|-------------------------------|----------|------|------|------|-------|
| Watching Decisions <-- Social | .773     | .358 | 2.375| 0.140|       |
| Watching Decisions <-- Personal| .941     | .473 | 3.662| 0.001|       |
| Watching Decisions <-- psychological | .803     | .680 | 2.844| 0.048|       |
| Watching Decisions <-- Education | .978     | .364 | 3.952| ***  |       |

Source: Processing Amos 22

The test criterion is Ho reject (accepted research hypothesis) if the Critical Ratio (CR) > 1.96 and P is 0.001 (*** sign) or the probability value (P) <0.05. The results of testing all the hypotheses proposed in this study are as follows:

1. Hypothesis 1 (H1) Culture has a positive and significant effect on the decision to watch the Kick Andy program at Grand Studio Metro TV.

The respondents' opinion about cultural variables obtaining an average value of 75.0%, indicates that most respondents agree that cultural variables affect the audience to watch Kick Andy on Grand Studio Metro TV. The test results showed insignificant results, with a value of CR amounting to 2.010 meets the requirements > 1.96, but the P-value of 0.376 does not meet the requirements of P < 0.001 (marked ***). Thus, hypothesis 1 (H1) in this study cannot be accepted.

2. Hypothesis 2 (H2) Social has a positive and significant effect on the decision to watch the Kick Andy program at Grand Studio Metro TV.

Respondents' opinion about social variables obtained an average value of 74.9%, indicating that most respondents agreed that social variables influenced viewers to watch Kick Andy on Grand Studio Metro TV. The test results showed insignificant results, with a value of CR amounting to 2.375 meets the requirements > 1.96, but the
result of the P-value of 0.140 does not meet P <0.001. Thus, hypothesis 2 (H2) in this study cannot be accepted.

3. Hypothesis 3 (H3) Personal has a positive and significant effect on the decision to watch the Kick Andy program at Grand Studio Metro TV.

Respondents' opinion about personal variables obtained an average value of 79.9%, indicating that most respondents agreed that personal variables influenced viewers to watch Kick Andy on Grand Studio Metro TV. The test results showed significant results, with a value of CR amounting to 3.662 fulfils the requirements> 1.96 the result of P-value < 0.001 (0.001). Thus, hypothesis 3 (H3) in this study can be accepted.

4. Hypothesis 4 (H4) Psychology has a positive and significant effect on the decision to watch the Kick Andy program on Grand Studio Metro TV.

Respondents' opinion about psychological variables obtained an average value of 79.9%, indicating that most respondents agreed that psychological variables influenced the audience to watch Kick Andy on Grand Studio Metro TV. The test results showed significant results, with a value of CR amounting to 2.884 fulfils the requirements > 1.96, although, with a relatively large P value (0.048), it is still significant at P < 0.05 (5%). Thus, hypothesis 4 (H4) in this study can be accepted.

5. Hypothesis 5 (H5) Education has a positive and significant effect on the decision to watch the Kick Andy program at Grand Studio Metro TV.

The respondents' opinion about the educational variable obtained an average value of 74.9%, indicating that most respondents agreed that the educational variable influenced the audience to watch Kick Andy on Grand Studio Metro TV. The test results showed significant results, with a value of CR amounting to 3.952 fulfils the requirements > 1.96, P-value <0.001 (marked as ***). Thus, hypothesis 5 (H5) in this study can be accepted.

6. Hypothesis 6 (H6) Culture, Social, Personal, Psychological, and Education have a positive and significant effect on the decision to watch the Kick Andy program on Grand Studio Metro TV.

Based on testing the above hypotheses, it can be concluded that there are two variables in this study that have a positive but insignificant effect on the audience's decision to watch Kick Andy on Grand Studio Metro TV, namely Cultural and Social variables. Meanwhile, the personal, psychological, and educational variables positively and significantly affect the audience's decision to watch. Thus, hypothesis 6 (H6) in this study is not accepted.
This study tries to combine the theory of two disciplines, namely marketing and communication. Five variables are the research object, four variables that influence consumer behaviour and one variable of the communication function (television).

Cultural influences influence the audience’s decision to watch Kick Andy on Grand Studio Metro TV in a constructive yet negligible way. Indicator evidence from society, specifically culture, subculture, and social status, collected by questionnaire distribution to respondents, did not demonstrate an association between cultural influences and the decision to watch the Kick Andy program on Grand Studio Metro TV. This is not to say, though, that tradition has no impact on the decision to watch the Kick Andy show on Grand Studio Metro TV. Nonetheless, the evidence collected via the questionnaire distributed to respondents do not support this relationship. This is because the respondent’s decision to watch is not influenced by external factors. In theory, culture is the most fundamental predictor of motivation and behavior since it can be used to derive beliefs, attitudes, desires, and behavior from the indicator variable affecting consumer behavior.

Social influences influence the audience's decision to watch Kick Andy on Grand Studio Metro TV in a constructive yet negligible way. Social indicator data from this sample, namely the reference community, family, job, and status of respondents, did not demonstrate a relationship between social factors and the decision to watch the Kick Andy program on Grand Studio Metro TV. That is not to say that culture has little influence on the decision to watch the Kick Andy show on Grand Studio Metro TV. However, the questionnaire distributed to respondents does not establish this association, owing to the fact that external considerations have little effect on the respondent's decision to watch. In theory, social is a generally homogeneous and permanent division of society organized hierarchically and characterized by members that have common interests and behaviors.

Personal factors positively and significantly affect the audience’s decision to watch Kick Andy on Grand Studio Metro TV. This shows that the viewers who come to Grand Studio Metro TV to watch Kick Andy match the age and life cycle stage of the audience with the Kick Andy program. There is a match between the audience’s work and economic conditions with the Kick Andy program. There is a match between the audience’s personality and self-concept with the Kick Andy program and a match between the audience’s lifestyle and values Kick Andy program.

Psychological factors positively and significantly affect the audience’s decision to watch Kick Andy on Grand Studio Metro TV. This shows that the psychological factors that exist in Kick Andy’s audience, such as motivation, perception of learning and memory, have a match or conformity with the Kick Andy program, and there is good or positive memory and learning when watching Kick Andy program on Grand Studio Metro TV. If the Kick Andy program increases the psychological variables again, there will be an increase in viewers.
The educational factor positively and significantly affects the audience's decision to watch Kick Andy on Grand Studio Metro TV. This shows that the Kick Andy program's educational value attracts the audience's attention to come to the Grand Studio. Themes, presenters and resource persons on the Kick Andy program also attracted the audience's attention to come to Grand Studio Metro TV to watch the Kick Andy program. Television programs with educational material or content are an alternative to current television programs during many entertainment programs, films, talk shows or soap operas with almost no educational elements. If the Kick Andy program increases the educational variable, there will be an increase in viewers.

E. CONCLUSION

According to the test results from this research, cultural aspects have a favorable yet negligible impact on the audience's decision to watch Kick Andy on Grand Studio Metro TV. Social influences influence the audience's decision to watch Kick Andy at Grand Studio in a constructive yet negligible way. Personal influences have a positive and important influence on an audience's decision to watch Kick Andy at Grand Studio, according to Metro TV. Metro Television, Psychological aspects influence the audience's decision to watch Kick Andy on Grand Studio in a constructive and important way. Metro Television, Educational considerations influence viewer choices to watch Kick Andy on Grand Studio Metro TV in a constructive and important way.

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