

THE RELATIONSHIP BETWEEN FILM SEQUELS AND TICKET & MERCHANDISE PURCHASE DECISIONS FOR SPIDER-MAN: NO WAY HOME WITH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE

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Abstract

The film industry has experienced rapid growth in recent decades, with sequels playing a crucial role in maintaining audience engagement and increasing revenue. Spider-Man: No Way Home serves as an example of a successful sequel that attracted millions of viewers and generated substantial merchandise sales. However, not all sequels achieve the same level of success, leading to questions about the factors influencing audience decisions. This study aims to analyze the impact of film sequels on ticket and merchandise purchase decisions, with consumer satisfaction as an intervening variable. A quantitative research approach was employed, utilizing a survey method to collect data from fans of Spider-Man: No Way Home in Indonesia. The data were analyzed using Structural Equation Modeling (SEM). The findings indicate that film sequels significantly influence purchase decisions, both directly and through consumer satisfaction. The study confirms that satisfaction with a previous film strongly impacts a viewer's decision to watch the sequel and purchase related merchandise. These results provide valuable insights for the film industry in designing more effective marketing strategies, particularly in ensuring high-quality storytelling and audience engagement to sustain franchise success. The study also highlights the importance of consumer loyalty, suggesting that maintaining a positive audience experience is key to long-term profitability in the entertainment industry.

Keywords: Sequel Film, Purchasing Decision, Consumer Satisfaction

Introduction

The global film industry has experienced significant growth over recent decades, positioning itself as a key pillar of entertainment worldwide. In Indonesia, this growth is evident in the substantial audience numbers and the proliferation of cinematic releases, reflecting a robust market for films. As reported by Antaranews.com (2024), the development of the film industry in Indonesia aligns with its remarkable progress, making it a notable market in terms of viewership. Furthermore, the Ministry of Tourism and Creative Economy (Kemenparekraf) highlights that the film sector is one of the creative economy subsectors exhibiting positive growth in 2023, underscoring its economic significance. Data from the Indonesian Film Agency (Badan Perfilman Indonesia, 2024) indicates the presence of 517 cinema locations across 115 cities and regencies, with a total of 2,145 screens, although audience numbers have fluctuated over the past five years due to the impact of the COVID-19 pandemic.

A prominent phenomenon within this industry is the production of film sequels, which serve as a strategic tool to capitalize on the success of prior releases while expanding established narratives. Pratista (2017) defines a sequel as “a film that builds upon the story of a previously produced film due to its significant viewership,” emphasizing its role in sustaining audience engagement. This trend is particularly pronounced in the action-fantasy genre, with Marvel Cinematic Universe (MCU) emerging as a leading force. According to Box Office Mojo (2024), MCU's consistent production of sequels not only generates substantial profits but also maintains its prominence among fans globally. Notably, Spider-Man: No Way Home, released between late 2021 and early 2022, achieved remarkable success, attracting over 8 million viewers in Indonesia alone and ranking as the second most successful film in the country, while globally amassing over US\$1.1 billion in revenue (Wikipedia, 2024). This success is further evidenced by reports from Republika Online and CGV Cinemas, which noted rapid sell-outs of pre-sale tickets, surpassing the performance of its predecessor, Spider-Man: Far From Home.

The popularity of MCU sequels extends beyond ticket sales, driving demand for related merchandise such as action figures, apparel, and limited-edition collectibles. Dhia Pratama & Nisa (2023) argue that “merchandise serves as a branding tool and enhances brand awareness,” while Ardhian et al. (2019) suggest it facilitates “experiential marketing” by deepening consumer connections with the brand. In Indonesia, this fanbase is exemplified by the Spider-Man Indonesia Facebook community, boasting 7,403 members and growing, reflecting a strong local following.

However, the success of sequels hinges on meeting heightened audience expectations rooted in prior films' performance. Kotler & Keller (2016) assert that “numerous factors and processes influence consumers' decisions to watch a film,” highlighting the complexity of purchase decisions. Lalitamanik (2014) adds that “each individual faces unique challenges in decision-making,” suggesting variability in consumer behavior. Satisfaction with previous films plays a critical role, as Wicaksana (2020) notes: “High consumer satisfaction fosters loyalty and repurchase intentions.” This is supported by Apriasty & Simbolon (2022), who identify

satisfaction as “a primary driver of brand retention and consumer loyalty.” Conversely, Eliashberg et al. (2006) caution that factors such as original film quality and reviews may outweigh prior satisfaction in influencing sequel viewership, a view echoed by Ravid (1999) and De Vany & Walls (1999), who downplay satisfaction’s primacy in purchase decisions.

Against this backdrop, the study investigates the relationship between film sequels and purchase decisions for tickets and merchandise of Spider-Man: No Way Home, with consumer satisfaction as an intervening variable. By examining these dynamics within the Indonesian context, the research seeks to elucidate how sequel quality and satisfaction shape consumer behavior in the film industry.

Literature Review

Sequel Film

According to Thompson and Bordwell (2018), a sequel represents a strategy employed by a production house to secure a loyal customer base by offering a new narrative arc within a film already familiar to audiences. This perspective is reinforced by Eliashberg et al. (2006), who assert that a sequel is an audiovisual product crafted by leveraging the success and recognition of a preceding film to retain existing viewers while attracting new ones.

Purchasing Decision

The definition of purchasing decision according to Kotler & Armstrong (2017), a purchase decision is a decision made by consumers to buy a desired brand. However, two factors influence this process: purchase intention and the final purchase decision. Ernawati (2021) states that a purchase decision is a decision-making process in which consumers reach a final decision to buy a product or service. This decision can illustrate how effective a company is in marketing its products to consumers

Consumer Satisfaction

According to Nopitasari & Sentosa (2024), customer satisfaction is defined as a positive feeling experienced by customers when the quality of a product or service meets their expectations. Kotler (2016) states that satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance of a product or service with customer expectations. Customer satisfaction is achieved when the product or service used meets or even exceeds expectations.

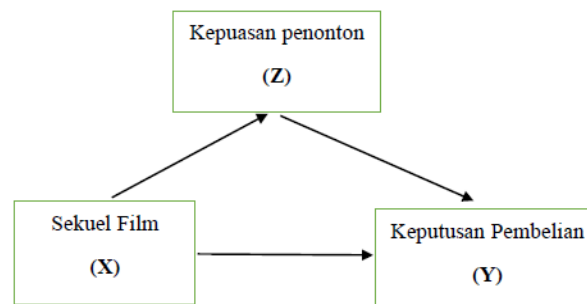


Figure 1. Conceptual Framework

Methods

This study employs a quantitative approach to examine the relationship between film sequels and purchase decisions for Spider-Man: No Way Home tickets and merchandise, with consumer satisfaction as an intervening variable. Data is collected through purposive sampling from 100 respondents who are members of the Spider-Man Indonesia community. The research utilizes questionnaires distributed via Google Forms, measuring variables on a Likert scale (1–5). Secondary data is gathered from journals, articles, and reports on film sequels, purchase decisions, and consumer satisfaction.

Data analysis is conducted using Partial Least Square (PLS)-Structural Equation Modeling (SEM), which allows for simultaneous testing of complex relationships between variables. The Outer Model assesses validity and reliability through loading factors (>0.6), AVE (>0.5), and Composite Reliability (>0.7), while the Inner Model evaluates model strength using R-Square and predictive relevance ($Q^2 > 0$). Hypothesis testing is performed using bootstrapping (T-Statistic >1.96 ; P-value <0.05).

This study provides empirical insights into how film sequels influence purchase decisions, both directly and through consumer satisfaction. The findings can help film studios enhance marketing strategies, emphasizing storytelling quality and audience engagement to drive merchandise sales and long-term franchise success.

Results and Discussion

Test Convergent Validity

The Outer Loading values for each indicator of the Film Sequel (X), Purchase Decision (Y), and Consumer Satisfaction (Z) variables were assessed for convergent validity. All valid indicators have loading factors above 0.70, confirming their reliability in measuring the latent variables.

For the Film Sequel (X) variable, the most dominant indicator is X1 (0.833). In the Purchase Decision (Y) variable, Y5 (0.733) is the strongest indicator. Meanwhile, for Consumer Satisfaction (Z), the most dominant indicator is Z5 (0.807). Several indicators (X4, Y3, Z1, Z2, Z3, Z4) were found invalid as their loading factors were below 0.70, requiring removal to improve model accuracy.

Test Discriminant Validity

The values cross loading for each indicator of each variable already has a value cross loading the largest compared to the value cross loading from other variable indicators with the standard value used, namely 0.7. This shows that each variable can be said to have discriminant validity the good on.

Composite Reliability

The findings demonstrate that all constructs satisfy the reliability criteria, as evidenced by Composite Reliability (rho_a and rho_c) values exceeding 0.70. Specifically, the Film Sequel (X) construct exhibits a rho_a value of 0.862 and rho_c of 0.887, the Purchase Decision (Y) construct records rho_a of 0.803 and rho_c of 0.862, while the Consumer Satisfaction (Z) construct achieves rho_a of 0.707 and rho_c of 0.887, indicating robust internal consistency.

Furthermore, the Cronbach's Alpha values for all constructs exceed 0.70, confirming the reliability of the measurement model. The Film Sequel (X) construct attains a Cronbach's Alpha of 0.842, the Purchase Decision (Y) construct achieves 0.801, and the Consumer Satisfaction (Z) construct registers 0.706. In addition, the Average Variance Extracted (AVE) values surpass the minimum acceptable threshold of 0.50, with Film Sequel (X) at 0.773, Purchase Decision (Y) at 0.556, and Consumer Satisfaction (Z) at 0.612, signifying that each construct effectively captures the variance of its respective indicators. These results confirm that the measurement model exhibits high reliability and validity, reinforcing the robustness and credibility of the research framework.

R-Square

The R-square (R^2) values indicate the proportion of variance in the dependent variables that is explained by the independent variables within the model. In this study, the Consumer Satisfaction (Z) variable has an R^2 value of 0.396 and an adjusted R^2 of 0.390, suggesting that 39.6% of the variance in Consumer Satisfaction is explained by the Film Sequel (X) variable, while the remaining variance is influenced by other unexamined factors.

Similarly, the Purchase Decision (Y) variable has an R^2 value of 0.465 and an adjusted R^2 of 0.454, indicating that 46.5% of the variance in Purchase Decision is explained by both the Film Sequel (X) and Consumer Satisfaction (Z) variables. The adjusted R^2 values, which are slightly lower than the R^2 values, account for the number of predictors in the model and provide a more accurate estimate of the explained variance. Based on these findings, the model demonstrates a moderate explanatory power, implying that while the independent variables significantly contribute to explaining the dependent variables, additional factors not included in the model may also play a crucial role in influencing Consumer Satisfaction and Purchase Decision.

Hypothesis Test Result

Direct Effects

The direct effect analysis evaluates the strength and statistical significance of relationships between variables within the model. This assessment is based on T-statistics and P-values, where a T-statistic greater than 1.96 and a P-value below 0.05 indicate a significant effect at a 95% confidence level.

The findings indicate that Consumer Satisfaction (Z) has a significant positive effect on Purchase Decision (Y), as evidenced by an original sample value of 0.419, a T-statistic of 3.304, and a P-value of 0.001. This suggests that higher consumer satisfaction with the film sequel leads to a greater likelihood of purchasing tickets and related merchandise. Additionally, the Film Sequel (X) strongly influences Consumer Satisfaction (Z), with an original sample value of 0.629, a T-statistic of 9.699, and a P-value of 0.000. The high T-statistic highlights the substantial impact of audience experiences with the sequel on their overall satisfaction.

Furthermore, the results show that the Film Sequel (X) has a direct and significant impact on Purchase Decision (Y), as indicated by an original sample value of 0.335, a T-statistic of 2.879, and a P-value of 0.004. Although the effect size is lower compared to the relationship between Film Sequel and Consumer Satisfaction, it remains statistically significant. These findings confirm that film sequels play a crucial role in shaping consumer perceptions and purchasing behavior, both directly and through their influence on audience satisfaction.

Indirect Effect

The indirect effect analysis examines the mediating role of Consumer Satisfaction (Z) in the relationship between Film Sequel (X) and Purchase Decision (Y). This assessment is based on T-statistics and P-values, where a T-statistic greater than 1.96 and a P-value below 0.05 indicate a statistically significant mediation effect at a 95% confidence level.

The results reveal that Consumer Satisfaction (Z) significantly mediates the relationship between Film Sequel (X) and Purchase Decision (Y), as indicated by an original sample value of 0.264, a T-statistic of 2.800, and a P-value of 0.005. This suggests that while the Film Sequel directly influences Purchase Decision, its impact is also channeled through Consumer Satisfaction. The positive mediation effect implies that audience satisfaction with a film sequel enhances their likelihood of purchasing tickets and merchandise.

Discussion

The Influence of Film Sequels on Purchase Decisions

The results indicate that film sequels have a positive and significant effect on ticket and merchandise purchase decisions, as evidenced by a T-statistic of 2.879, which exceeds the critical threshold of 1.96, and a P-value of 0.004, which is below 0.05. These findings suggest that the higher the quality of a film sequel, the greater the likelihood of consumers purchasing tickets and merchandise. Furthermore, this study supports previous research, which states that high-quality sequels can enhance consumer purchase decisions for related products.

The findings of this study support previous research conducted by E. Miller and F. Davis (2019), A. Smith and B. Jones (2018), and I. Santosa and A. Prasetyo (2021), in which the researchers asserted that film sequels have a positive and significant influence on ticket and merchandise purchase decisions. This indicates that the higher the quality of a film sequel, the greater the likelihood of consumers making purchase decisions.

The Influence of Film Sequels on Consumer Satisfaction

The analysis demonstrates that film sequels significantly impact consumer satisfaction, with a T-statistic of 9.699 and a P-value of 0.000. This indicates that consumer satisfaction with a previous film plays a crucial role in shaping expectations and experiences when watching its sequel. These findings align with prior studies, which suggest that satisfaction with a previous film contributes to consumer loyalty and influences the purchase of related products.

The findings of this study align with the perspective of Pratista (2017), who stated that a film sequel reflects the success of a producer in delivering consumer satisfaction. Film sequels that incorporate key indicators such as high-quality production and compelling storytelling provide a positive experience and increased satisfaction for consumers.

The Influence of Consumer Satisfaction on Purchase Decisions

Further analysis reveals that consumer satisfaction has a significant effect on ticket and merchandise purchase decisions, with a T-statistic of 3.304 and a P-value of 0.001. This confirms that higher consumer satisfaction with a previous film contributes to stronger purchase decisions. These results support previous research, which suggests that greater consumer satisfaction enhances purchase intention and brand loyalty.

These findings are in line with the argument of Wicaksana (2020), who posits that a high level of consumer satisfaction can significantly drive consumers' purchasing decisions for a brand. Furthermore, Apriasty & Simbolon (2022) reinforce this perspective by emphasizing that consumer satisfaction serves as a fundamental pillar in fostering brand loyalty.

The Mediating Role of Consumer Satisfaction in the Relationship Between Film Sequels and Purchase Decisions

Path analysis results show that consumer satisfaction serves as a mediating variable between film sequels and purchase decisions, as indicated by a T-statistic of 2.800 and a P-value of 0.005, confirming a significant relationship. These findings suggest that consumer satisfaction strengthens the influence of film sequels on ticket and merchandise purchase decisions.

These findings are consistent with the study conducted by H. Setiawan and D. Wulandari (2019), which states that purchase decisions for film merchandise and tickets can be influenced by film sequels and the relative level of consumer satisfaction. Additionally, the study indicates that well-known and satisfying film sequels tend to shape purchase decisions and buying interest among consumers.

Conclusion

Based on the result of the research and discussion carried out, the following conclusion can be drawn:

1. Film sequels have a positive and significant influence on ticket and merchandise purchase decisions for Spider-Man: No Way Home. This finding suggests that the higher the quality of the film, the stronger the storyline, and the greater the familiarity with the characters, the more likely consumers are to make purchasing decisions.
2. Film sequels have a positive and significant impact on consumer satisfaction with Spider-Man: No Way Home, indicating that the film sequel variable plays a crucial role in enhancing consumer satisfaction. This is attributed to the fact that higher film quality and compelling storytelling contribute to a more positive viewing experience, ultimately leading to greater audience satisfaction.
3. Consumer satisfaction has a positive and significant effect on ticket and merchandise purchase decisions for Spider-Man: No Way Home. This suggests that consumer satisfaction plays a crucial role in

strengthening purchase decisions. In this context, positive recommendations and reviews driven by consumer satisfaction can further encourage purchasing behavior among potential consumers

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