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The Effect of Hearing the Soundtrack 'Always in Your Heart' on the Audience's Decision on Jumbo Film (2025) (Study on Students/I of Uin Raden Fatah Palembang)

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ABSTRACT

The film industry is currently increasingly competitive, requiring film marketers to use various marketing communication strategies, including the use of audio elements such as movie soundtracks to attract the interest of potential audiences. This study aims to measure the level of achievement of movie soundtrack listening activities and viewing decisions among students, as well as analyze the influence of listening to movie soundtracks on the decision to watch UIN Raden Fatah Palembang students partially and how much of an impact it has. This study uses a quantitative approach with an associative method. The population in this study is active students of UIN Raden Fatah Palembang. The sample taken was 100 student respondents using purposive sampling techniques. The primary data collection technique was carried out by distributing a structured questionnaire through Google Form with a Likert scale. The data was analyzed descriptively using the Respondent Achievement Level (TCR) with the Sugiyono criteria, as well as inferential analysis using the analysis prerequisite test and simple linear regression through the SPSS 25.0 program. The results of the descriptive descriptive analysis showed that the variable of Listening to the Film Soundtrack (X) was classified as Very Good with a TCR value of 80.30%. Likewise, the Viewing Decision variable (Y) was in the Very Good category with a TCR achievement of 89.20%. Based on the results of the hypothesis test (t-test), it was found that there was a positive and significant influence between Listening to the Film Soundtrack on the Viewing Decision of UIN Raden Fatah Palembang students. This is evidenced by the t-value of the table > t (12.863 > 1.984) and the significance value of 0.000 < 0.05. The simple linear regression equation formed is Y = 25.972 + 0.464 X. The results of the determination coefficient analysis (R Square) show that the contribution of the influence of Hearing the Film Soundtrack on the Viewing Decision is 62.8%, while the remaining 37.2% is influenced by other variables that were not studied in this study.

INTRODUCTION

The development of digital technology and social media has also caused the film industry to increasingly develop in utilizing digital media-based promotional strategies. Currently, film promotion is not only done through posters and trailers, but also through the use of music and soundtracks that are disseminated through various digital platforms such as TikTok, Instagram, Spotify, and YouTube. Music in movies has the ability to build an emotional atmosphere while increasing the audience's interest in an audiovisual show (Kalinak, 2016). Music can also affect individual emotions and psychology through the tempo, melody, and song lyrics used (North & Hargreaves, 2018).

Music has the ability to influence the audience's emotions through the elements of tempo, melody, dynamics, and song lyrics used. Music with emotional nuances can create a sense of sadness, emotion, happiness, and empathy in its listeners, thus forming emotional involvement with the media consumed (North & Hargreaves, 2018). Music in films is also able to increase the audience's emotional experience of audiovisual impressions so that the audience feels closer to the story of the film being watched (Steffens, 2020). Therefore, the use of the song "Always Ada di Nadimu" as the soundtrack of the Jumbo movie is interesting to research because the song has a strong emotional feel and has received a lot of positive responses from the public.

UIN Raden Fatah Palembang students were selected as the population and research sample not only because of the ease of research factor, but also because they have characteristics that are very relevant to the research focus on the influence of listening to the soundtrack on the decision of film audiences. The selection of the population in quantitative research must be based on the suitability of the respondents' characteristics with the variables being studied so that the data obtained are truly able to answer the research objectives.

The selection of UIN Raden Fatah Palembang students is also based on the characteristics of students who actively use social media and have an interest in movies and popular music. In addition, students are among the audience groups that easily accept the influence of media communication because of the high intensity of digital media use. Digital media currently has a great ability to shape people's media consumption behavior, especially the younger generation (Jenkins, 2018). This condition makes students a relevant population in research on the influence of soundtracks on the decisions of film audiences.

Research on the influence of soundtrack on film audiences' decisions is still relatively limited compared to research on visual promotion of films or the quality of film stories. Most previous studies have mostly discussed the influence of social media, trailers, or film quality on audience viewing interest. In fact, audio elements such as music and soundtracks have a considerable influence on building the audience's emotions and attention to a film (Herget & Albrecht, 2022). Therefore, this study was conducted to find out whether listening to the soundtrack "Always Exists in Nadimu" has an influence on audience decisions in the film Jumbo (2025), especially for students of UIN Raden Fatah Palembang.

Based on this description, the researcher is interested in conducting a study entitled "The Influence of Listening to the 'Always in the Heart' Soundtrack on the Decision to Watch Jumbo Movies (2025) in Students of UIN Raden Fatah Palembang". This research is important to find out the extent to which the soundtrack can affect the audience's viewing decision, especially students as the younger generation who actively use digital media.

Research Methodology

This study uses a quantitative approach with a survey method. The quantitative approach is used to determine the influence between independent variables and dependent variables through data processing in the form of statistically analyzed numbers. Quantitative research is a research method used to research a specific population or sample with data collection techniques using research instruments and statistical data analysis to test the hypothesis that has been established (Sugiyono, 2019). Quantitative research is also used to measure the relationship between variables through numerical data and statistical analysis (Creswell, 2018).

RESULTS AND DISCUSSION

Results of the Validity and Reliability Test of Research Instruments

Data Validity Test Results

The validity test is used to measure the validity or not of a research questionnaire. The test uses the Pearson Product Moment technique with a significance level of 0.05 with a degree of freedom (df) = n – 2, which is 100-2 = 98 through the help of the SPSS application. Based on the distribution table, the value of the table r for a sample of 100 respondents is 0.195. The decision-making criteria states that if r is calculated > r of the table, then the statement item is declared valid. The research instrument consists of 10 statement items for variable X (Listening to the Soundtrack

"Always in your nadimu") and 10 statement items of variable Y (Watching Jumbo Movies). The results of the validity test of the two variables are:

Table 1. Data Validity Test Results

Variabel	Item	R Count	R Table N = 98	Remarks
Listen to *the Soundtrack* (X)	X1	0, 704	0,195	Valid
	X2	0, 684	0,195	Valid
	X3	0, 706	0,195	Valid
	X4	0, 715	0,195	Valid
	X5	0, 705	0,195	Valid
	X6	0, 655	0,195	Valid

	X7	0, 600	0,195	Valid
	X8	0, 602	0,195	Valid
	X9	0,749	0,195	Valid
	X10	0,682	0,195	Valid
Watching Jumbo Movies (Y)	Y1	0, 732	0,195	Valid
	Y2	0,749	0,195	Valid
	Y3	0,660	0,195	Valid
	Y4	0,597	0,195	Valid
	Y5	0,694	0,1966	Valid
	Y6	0,547	0,195	Valid
	Y7	0,511	0,195	Valid
	Y8	0,515	0,195	Valid
	Y9	0,623	0,195	Valid
	Y10	0,588	0,195	Valid

Source : Processed by researcher, 2026

The data in table 9 presents the results of the validity test which shows that all statement items on variable X and variable Y are declared valid. This is according to the test criteria, namely if the calculated r value is greater than the r table at the significance level ($\alpha = 0.05$) of the double-sided test. In this study, the table r value of 0.195 was obtained from 100 respondents.

Based on data processing, all statement items of variable X and variable Y have a calculated r-value greater than 0.195. This condition indicates that each statement item has met the validity requirements, making it feasible to measure the variable being studied. Thus, the research instrument used is able to represent the measured indicators and is suitable for use in the data collection process and further analysis

Reality Test

The reliability test was carried out with the aim of finding out the extent to which the data collection instrument can provide consistent or stable results if the same symptoms are re-measured. The reliability test in this study was carried out on statements that have been declared valid using Cronbach's Alpha formula through the help of the SPSS 25.0 application program.

According to Sekaran (2016), a research instrument is said to be reliable if the resulting Cronbach's Alpha value is greater than 0.60. The results of the instrument reliability test for each variable in this study can be seen in the following figure:

Reliability Statistics

Cronbach's Alpha	N of Items
0,958	10

Reliability Statistics

Cronbach's Alpha	N of Items
0,928	10

Figure 1. Results of Variable Reliability Test X and Y
Source : SPSS data processing results, 2026

Based on the data presented in figure 5 above, it shows that the value of Cronbach's Alpha coefficient in the Listening Soundtrack variable (X) is 0.958 with a total of 10 statement items. Meanwhile, in the Viewing Decision variable (Y), the value of Cronbach's Alpha coefficient is 0.928 with a total of 10 statement items.

From the results of the test, it can be concluded that all variables in this study have a Cronbach's Alpha value that is much greater than the specified minimum limit of 0.60 (0.958 > 0.60 and 0.928 > 0.60). Thus, this proves that the questionnaire instrument used to measure the Listening Soundtrack (X) variable and the Viewing Decision variable (Y) has met the requirements for reliability (reliability) with a very high level of consistency, making it feasible and safe to use as a data collection tool at the next stage of research analysis.

Classical Assumption Test Results

Normality Test Results

The normality test aims to test whether in the regression model, the interfering or residual variables have a normal distribution. As is known, the t and F tests assume that the residual values follow the normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample count. In this study, the normality test was performed using the non-parametric Kolmogorov-Smirnov (K-S) statistical test. The decision-making criteria in this normality test are:

If the significance value of Asymp. Sig. (2-tailed) > 0.05, then the data is normally distributed.

If the significance value of Asymp. Sig. (2-tailed) < 0.05, then the data is not normally distributed.

The following are the results of the normality test using the SPSS program:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parametersa,b	Mean		-1,56319E-15
	Std. Deviation		2,66199600
Most Extreme Differences	Absolute		0,065
	Positive		0,063
	Negative		-0,065
Test Statistic			0,065
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)e	Sig.		0,370
	99% Confidence Interval	Lower Bound	0,358
		Upper Bound	0,383

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Figure 2. Normality Test Results

Source : SPSS data processing results, 2026

Based on figure 6 regarding the results of the normality test using the Kolmogorov-Smirnov non-parametric statistical test above, it shows that the magnitude of the Asymp. Sig. (2-tailed) value is 0.200. This shows that the significance value is greater than the real level (0.200 > 0.05), so it can be concluded that the data of the disruptive or residual variables tested in this study are distributed normally and meet the assumption of normality.

Linearity Test Results

The linearity test aims to find out whether two variables have a significant linear relationship or not. This test is one of the mandatory requirements that must be met before conducting linear regression analysis. The test in this study is carried out by looking at the value of Deviation from Linearity through the help of the SPSS 25.0 application program. The decision-making criteria in the linearity test are as follows:

If the significance value of Deviation from Linearity > 0.05, then there is a significantly linear relationship between the independent variable and the dependent variable.

If the significance value of Deviation from Linearity < 0.05, then there is no significant linear relationship between the independent variable and the dependent variable.

The results of the linearity test in this study can be seen in the following figure:

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusan menonton (Y) * mendengar soundtrack (X)	Between Groups	(Combined)	1408,843	25	56,354	8,740	1,47203E-13
		Linearity	1184,464	1	1184,464	183,693	9,72474E-22
		Deviation from Linearity	224,379	24	9,349	1,450	0,115
	Within Groups		477,157	74	6,448		
	Total		1886,000	99			

Figure 3. Linearity Test Results
Source : SPSS data processing results, 2026

Based on the data in figure 6 above, the results of the linearity test between the Listening Soundtrack (X) variable to the Viewing Decision (Y) showed a significance value in the Deviation from Linearity line of 0.115.

Since the significance value is greater than the real level set (0.05), it can be concluded that there is a linear and significant relationship between the Listening Soundtrack variable and the Viewing Decision. Thus, the assumption of linearity has been fulfilled and the test can proceed to the linear regression analysis stage.

Descriptive Analysis of Research Data

The two variables included in the data of this study will be described in the form of a distribution table for the purpose of descriptive analysis. The first variable is the independent variable (X), namely Listening to the Film Soundtrack , which is described based on indicators that represent the auditory experience of the respondents. While the second variable is the bound variable (Y), namely the Viewing Decision by UIN Raden Fatah Palembang students, which is described into the audience conative action indicator.

Table 2. Likert Scale Collection

Yes	Likert scale		
1	Strongly agree	(SS)	5
2	Agree	(S)	4
3	Neutral	(N)	3
4	Disagree	(TS)	2
5	Strongly Disagree	(STS)	1

Source: Riduwan, 2018

After the answers from all respondents were recorded and summarized in the data tabulation table, the next step was to evaluate the answers of 100 respondents who were students of UIN Raden Fatah Palembang. Each answer sheet collected was given a weight based on a Likert scale ranging from a score of 1 to a score of 5, which was adjusted to various statement items from each research variable.

In this study, quantitative descriptive analysis was carried out using the Respondent Achievement Level (TCR) analysis approach. This analysis approach aims to measure the extent of the percentage of respondents' achievement rate or assessment of the empirical indicators studied in the field, so as to be able to provide a more objective and clear descriptive picture of respondents' perception tendencies. According to Sugiyono, the general formula used to calculate the TCR value is as follows:

$$TCR = \frac{\text{Total score obtained}}{Skor\ maksimum} \times 100\%$$

Description:

The total score obtained is the sum of the total score score from the accumulated answers chosen by all respondents on one statement item.

The maximum score was obtained by multiplying the total number of respondents (100 people) and the number of statement items (1 item) of the highest score on the Likert scale (5). Thus, the maximum score for each statement item in this study is 500.

The results of the calculation of the percentage of TCR values obtained from each statement item are then interpreted into the form of descriptive sentences based on the following grouping criteria:

Table 3. Respondent Achievement Level (TCR) Criteria

No	TCR Percentage	Category
1	0% – 20%	Very Bad
2	21% – 40%	Not Good
3	41% – 60%	Enough
4	61% – 80%	Good
5	81% – 100%	Excellent

Source: TCR Sugiyono Guideline, 2026

Through the use of this TCR descriptive analysis formula, the results of the accumulated answers from the respondents can be rigidly classified into certain achievement level categories. This will make it easier for researchers to draw scientific conclusions about how high the achievement level of the Listening to the Soundtrack Film (X) activity is and how high the level of Viewing Decision (Y) is in students in the campus environment. Thus, the TCR analysis method not only presents processed data in the form of statistical numbers, but is also able to provide a deep interpretive meaning to the primary data obtained in this study.

Descriptive Research Results

Descriptive analysis in the results of this study is used to explain, describe, and explain in detail all quantitative findings obtained directly from the field. Statistical data is presented in the form of a structured frequency table that is arranged sequentially based on the distribution of statement items in each indicator of the research variable. The variables used in this study are Listening to the Film Soundtrack (X) as an independent variable and Viewing Decision (Y) as a dependent variable, relying on primary response data from 100 respondents who have met the sample criteria.

Movie Soundtrack Hearing Variable (X)

The Listening Variable of the Film Soundtrack is an auditory activity carried out by the audience in consuming audio elements in the form of background music or theme songs specially designed for a film production. This musical element functions as an emotional stimulant that can affect the audience's memory, interest, and perception of the visual message conveyed. The following is a presentation of respondents' responses that have been grouped, calculated, and analyzed in depth on each item:

Table 4. Respondents' Responses to the Movie Soundtrack Hearing Variable (X)

Statement Items	Statement Criteria					N	Total Score	Shoes Rata-Rata	TCR	Ket
	SS	S	N	TS	STS					
X1	28	58	12	2	0	100	412	4,12	82,4%	Very Good
X2	25	58	14	3	0	100	405	4,05	81,0%	Very Good
X3	22	55	18	5	0	100	394	3,94	78,8%	Good

X4	25	54	18	3	0	100	401	4,01	80,2%	Very Good
X5	33	52	11	4	0	100	414	4,14	82,8%	Very Good
X6	25	56	16	3	0	100	403	4,04	80,6%	Very Good
X7	20	54	21	5	0	100	389	3,89	77,8%	Good
X8	21	53	21	5	0	100	390	3,90	78,0%	Good
X9	31	51	14	4	0	100	409	4,09	81,8%	Very Good
X10	18	57	19	6	0	100	387	3,87	77,4%	Good

Source: Data processed by researchers, 2026

Table 4 above presents the results of descriptive statistical analysis of respondents' responses to 10 statement items that build the variable Listening to the Film Soundtrack (X). Overall, UIN Raden Fatah Palembang students gave a very positive assessment of this variable. This is clearly reflected in the concentration of the distribution of respondents' answer choices which are dominated by the categories "Agree" (S) and "Strongly Agree" (SS) in each statement item.

In the X1 statement item, the most responses from respondents were in the Agree category, which was 58 people, which was then followed by the Strongly Agree option of 28 people. Through the calculation results, the total score for this item was 412 with an average value (Mean) of 4.12. The percentage value of TCR produced was 82.4%, which based on Sugiyono's reference criteria was included in the Very Good category. This illustrates that the initial existence of the soundtrack melody was able to be captured very well by the audience's auditory senses.

Furthermore, in statement item X2, the distribution of answers showed a pattern of achieving a total score of 405 with an average score per item of 4.05. The percentage of respondent achievement rate (TCR) for this item was at 81.0%, which was classified into the category of Excellent. The distribution of responses was dominated by 58 Agree respondents and 25 Strongly Agree respondents. This indicates that the lyrics and rhythm of the background music have a consistent alignment in the eyes of the audience in forming a positive initial impression.

For statement item X3, respondents' perception was dominated by 55 people Agree and Neutral 18 people. This item resulted in a total score accentuation of 394 with an average of 3.94 and an achievement of a TCR score of 78.8% which is included in the Good category. This pattern has increased in the X4 statement item which obtained a total score of 401, an average score of 4.01, and the acquisition of a TCR index of 80.2% which places it in the Very Good category. This empirical data proves that the intensity of the audio exposure of the film's theme song has a steady quality of message delivery.

The highest score of the entire set of variable instruments was found in the statement item X5. In this statement item, as many as 52 respondents stated Agree and were fully supported by 33 respondents who stated Strongly Agree. This condition resulted in the achievement of the highest total score of 414 with a pure average score of 4.14. The Respondent Achievement Level (TCR) achieved touched 82.8% which is classified as Excellent. This result strongly indicates that the instrument in this fifth point is the most dominant and crucial element felt by the audience, where the emotional aspect is able to be deeply attached in the student's mind.

In the X6 statement item, the majority of respondents' responses centered on the Agree choice, which was 56 people. The accumulated score of this item recorded a total score of 403 with an average of 4.03 and a TCR score of 80.6% which was included in the Very Good category. Meanwhile, the X7 statement item was dominated by 54 people with a total score of 389, an average score of 3.89, and a TCR percentage achievement of 77.8% which was interpreted in the Good category.

In statement item X8, respondents' responses recorded the choice of Agree as many as 53 people with a total score of 390, an average of 3.90, and a TCR value of 78.0% which was categorized as Good. For statement item X9, the positive response strengthened again through the choice of Agree from 51 respondents and Strongly Agree from 31 respondents, resulting in a total score of 409, an average score of 4.09, and a final TCR score of

81.8% which was included in the Very Good category. Finally, the X10 statement item recorded a total score of 387, an average of 3.87, with a TCR value of 77.4% which was categorized as Good.

Overall, if the conclusion is drawn from all instrument items, the variable Hearing the Film Soundtrack (X) produces an average accumulation of the total mean variable of 40.15, which if averaged per item is at 4.015. The accumulated total TCR value for this variable X reaches 80.30%, which means that it is in the range of the interpretation category of Excellent. This scientifically proves that the activity of listening to the film's theme song (soundtrack) is felt as a very quality, effective, and accepted audio communication instrument by UIN Raden Fatah Palembang students.

Viewing Result Variable (Y)

The Viewing Decision Variable in this study is a form of action or final conative response from the audience after receiving a certain stimulus or stimulus, which in this case is triggered by the activity of listening to background music or the theme song of the movie. The viewing decision includes a series of stages of internal evaluation of the audience until finally solidifying the choice and taking time in real time to watch the movie in question. Based on the results of precise quantitative data tabulation processing, the distribution of frequency, total score, average, and TCR percentage is obtained as follows:

Table 5. Respondents' Responses to the Viewing Decision Variable (Y)

Statement Items	Statement Criteria					N	Total Score	Shoes Rata-Rata	TCR	Ket
	SS	S	N	TS	STS					
Y1	47	47	4	1	0	100	441	4,41	88,2%	Very Good
Y2	53	53	3	0	0	100	450	4,50	90,0%	Very Good
Y3	45	45	3	1	0	100	441	4,41	88,2%	Very Good
Y4	55	55	4	0	0	100	451	4,51	90,2%	Very
										Good
Y5	56	56	2	1	0	100	453	4,53	90,6%	Very Good
Y6	43	53	3	1	0	100	439	4,39	87,8%	Very Good
Y7	44	52	4	0	0	100	440	4,40	88,0%	Very Good
Y8	54	44	2	0	0	100	452	4,52	90,4%	Very Good
Y9	57	40	2	1	0	100	454	4,54	90,8%	Very Good
Y10	43	53	3	1	0	100	439	4,39	87,8%	Very Good

Based on the exposure of statistical data in Table 5 above, in general, the cumulative results of 100 respondents on all indicators of the Viewing Decision (Y) variable show a very high trend of achieving scores. Most of the assessments from the respondents are thickly centered on the answer choices "Strongly Agree" (SS) and "Agree" (S). Extremely negative answer choices such as "Strongly Disagree" (STS) are recorded as empty values (0%) in all items of this variable statement.

If reviewed per item, in the Y1 statement, as many as 48 respondents stated Agree and 47 respondents chose Strongly Agree, resulting in an accumulated total score of 441. The average value of this item is 4.41 with a TCR percentage value of 88.2%, so it is included in the Very Good category. This response pattern records a strengthening value in item Y2, which obtained a total score of 450, an average of 4.50, and a TCR value of 90.0% with the interpretation of the Very Good criterion. This shows that there is a strong initial consistency from the audience in aligning their interest towards the act of watching.

In statement item Y3, respondents' responses were dominated by the Agree answer choice from 51 people and Strongly Agree from 45 people. This item recorded a total score of 441 with an average score of 4.41. The percentage TCR value obtained was 88.2%, which placed this statement item into the Very Good criterion. Furthermore, for statement item Y4, the most responses were again dominated by the Strongly Agree choice from 55 respondents, resulting in a total score of 451, an average score of 4.51, and a TCR achievement percentage of 90.2% which was classified into the Very Good category.

For statement item Y5, the answer trend crept up with 56 people Strongly Agree and 41 Agree answers. This accumulation resulted in a total score of 453, an average score of 4.53, and a TCR achievement score of 90.6% which is included in the Very Good category. In statement item Y6, it was recorded that the distribution of answers was dominated by the Agree choice, which was 53 respondents. This sixth item produced a total score of 439, an average of 4.39, and a percentage of TCR score of 87.8% with the Very Good criterion. Meanwhile, statement item Y7 collected a total score of 440 with an average score of 4.40 and a TCR score of 88.0% in the Very Good category. In the Y8 statement item, as many as 54 respondents voted Strongly Agreed, resulting in a total score of 452, an average of 4.52, with a TCR of 90.4% which was categorized as Excellent.

The peak of achieving the highest score in this dependent variable was found in item Y9. In this statement item, as many as 57 respondents unanimously stated Strongly Agreed, which was also supported by 40 respondents who stated Agree. This condition resulted in the achievement of the highest total score of 454 with a pure average score of 4.54. The Respondent Achievement Level (TCR) achieved touched 90.8% which is classified as Very Good. This finding provides a very strong empirical indication that student commitment in deciding to watch movies is at the highest and solid level in this indicator. This series of instruments was then closed by item Y10 which recorded a total score of 439, an average of 4.39, and a TCR value of 87.8% in the Very Good category.

Overall, if all instruments that form the Viewing Decision (Y) variable are calculated, the total accumulation of the variable average score is 44.60, which if averaged per item is at 4.46. The total percentage of Respondent Achievement Level (TCR) for the Y variable as a whole successfully reached 89.20%. Based on Sugiyono's criterion reference, this value is absolutely categorized into the conclusion of Very Good. This scientifically proves that the level of decision-making in the act of watching movies among UIN Raden Fatah Palembang students is classified as very high, steady, and supported by a very strong distribution of descriptive perceptions in the field

Simple Linear Regression Analysis & Hypothesis Test

Simple Linear Regression Equations

Based on the results of the analysis in the Coefficients table, the value of the constant and the coefficient of the regression direction of the variable are obtained:

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25,972	1,473		17,637	3,60003E-32		
	mendengar soundtrack (X)	0,464	0,036	0,792	12,863	9,09075E-23	1,000	1,000

a. Dependent Variable: keputusan menonton (Y)

Figure 4. Results of Simple Linear Regression Test Source: SPSS data processing results, 2026

Based on Table 12 above, the formulation of the simple linear regression equation model in this study is as follows:

Y = 25.972 + 0.464X

The interpretation of the regression equation is as follows:

The Constant Value (a) of 25.972 means that if the variable Listening to the Film Soundtrack (X) is assumed to be a constant value or zero (0), then the value of the Viewing Decision (Y) of UIN Raden Fatah Palembang students is 25.972 units of score.

The Variable X Regression Coefficient of 0.464 has a positive value (+). This proves that every time there is an increase in the activity of Listening to the Movie Soundtrack (X) by one unit, the value of the Viewing

Decision (Y) is predicted to increase by 0.464 units of score. This one-way relationship indicates that the more quality and intensive the background music is listened to, the stronger the individual's decision to watch.

Partial Hypothesis Test (t-test)

The t-test was used to partially prove whether there was a significant influence between the variable of Listening to the Film Soundtrack (X) on the Viewing Decision (Y). Based on the number of 100 respondents, the t-table value was found with the number of samples N = 100 at the significance of α = 5% (0.05) and the degree of freedom df = N - 2 = 98, the t table value of 1.984 was obtained.

Coefficientsa

odel		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
	(Constant)	25,972	1,473		17,637	3,60003E-32		
	mendengar soundtrack (X)	0,464	0,036	0,792	12,863	9,09075E-23	1,000	1,000

Dependent Variable: keputusan menonton (Y)

Figure 5. Partial Test Results (T Test)
Source : SPSS data processing results, 2026

Based on figure 8, the t-value of 12.863 is obtained. The comparison shows that the t-value of the t-table > t is 12.863 > 1.984 with a very strong significance level of 0.000 < 0.05. So statistically legal, H0 is rejected andH1 is accepted. This proves clearly and convincingly that there is a positive and significant influence between Listening to the Film Soundtrack on the Viewing Decision in UIN Raden Fatah Palembang students.

Analysis of Determination Coefficient (R Square)

The determination coefficient is used to find out how much the percentage of variation contributes to the effect of the free variable on the bound variable.

Based on Figure 16 above, the value of the correlation coefficient (R Square) is at 0.792 which shows the relationship between the two variables is in the strong category. Meanwhile, the value of R Square is 0.628. This number has a mathematical meaning that the contribution of the influence of the Listening to the Movie Soundtrack (X) variable on the Viewing Decision (Y) is 62.8%. While the remaining 37.2% (100% - 62.8%) is influenced by other variables outside this research model that were not studied by the researcher (for example, film genre factors, actors, social media promotion, or critic reviews).

CONCLUSION

Based on the results of the analysis of descriptive statistical data, the analysis prerequisite test, and the simple linear regression hypothesis test that have been presented in Chapter IV, the main conclusions of this study are as follows:

The response of UIN Raden Fatah Palembang students to the activity of Listening to the Film Soundtrack (X) descriptively entered the Very Good category with a Respondent Achievement Level (TCR) score of 80.30% and a cumulative average score of 40.15. Likewise, the Viewing Decision (Y) was in the Very Good category with a TCR achievement of 89.20% and a cumulative average score of 44.60. This indicates that the quality of audio communication through the film's theme song is felt to be very effective and at the same time followed by a high commitment to watching actions among students.

There was a positive and significant influence between Listening to the Film Soundtrack (X) on the Viewing Decision (Y) of UIN Raden Fatah Palembang students. Partial proof (t-test) showed a value of t calculated > t table (12.863 > 1.984) with a significance level of 0.000 < 0.05, which means that the linear function of the regression estimation formed was Y = 25.972 + 0.464X. Through the analysis of the determination coefficient (R Square), the activity of listening to the soundtrack of this film contributed a real influence or contribution of 62.8% to the audience's decision, while the remaining 37.2% was driven by other factors outside this research model.

ADVICE

For the Film Industry and Music Producers: Given the large contribution of film soundtracks (62.8%) in triggering the audience's decision to spend time watching the film, film producers are advised to allocate serious attention and investment in the process of arranging background music and theme songs. Musician selection, lyric alignment with cinematography, and digital audio promotion pre-release film need to be optimized to attract potential audience conatives.

For Academics and Further Researchers: This study was limited to testing one independent variable with a contribution of 62.8%. Researchers are further advised to explore and add other independent variables that have the potential to influence viewing decisions, such as the effectiveness of teaser/trailer videos, the influence of reviews on social media platforms, exposure to digital advertising, and interest in characterization actors, so that the structure of the audience behavior analysis model can be drawn more comprehensively.

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