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The Effect of Electronic Word of Mouth, Fear of Missing Out, and Film Quality on the Viewing Interest in the Animated Film *Jumbo*

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ABSTRACT

This study aims to determine (1) the effect of electronic word of mouth on the viewing interest in the film *Jumbo*; (2) the effect of fear of missing out on the viewing interest in the film *Jumbo*; and (3) the effect of film quality on the viewing interest in the film *Jumbo*; and (4) the effect of electronic word of mouth, fear of missing out, and film quality on viewing interest in the film *Jumbo*.

This study used a quantitative approach with a survey method. The population in this study were all individuals who had watched the film *Jumbo* in theaters and resided on the island of Java. The research technique was simple random sampling through questionnaires distributed to 385 respondents.

The results of the study indicate that (1) electronic word of mouth has a positive and significant influence on viewing interest; (2) fear of missing out has a positive and significant influence on viewing interest; (3) film quality does have a positive and significant influence; and that (4) electronic word of mouth, fear of missing out, and film quality have a positive influence simultaneously.

Penelitian ini bertujuan untuk mengetahui (1) pengaruh word of mouth elektronik terhadap minat menonton film Jumbo; (2) pengaruh rasa takut ketinggalan (fear of missing out) terhadap minat menonton film Jumbo; (3) pengaruh kualitas film terhadap minat menonton film Jumbo; dan (4) pengaruh word of mouth elektronik, rasa takut ketinggalan, dan kualitas film terhadap minat menonton film Jumbo.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh individu yang telah menonton film Jumbo di bioskop dan berdomisili di Pulau Jawa. Teknik penelitian yang digunakan adalah pengambilan sampel acak sederhana melalui kuesioner yang dibagikan kepada 385 responden.

Hasil penelitian menunjukkan bahwa (1) word of mouth elektronik memiliki pengaruh positif dan signifikan terhadap minat menonton; (2) rasa takut ketinggalan (FOMO) memiliki pengaruh positif dan signifikan terhadap minat menonton; (3) kualitas film memang memiliki pengaruh positif dan signifikan; serta bahwa (4) word of mouth elektronik, rasa takut ketinggalan (FOMO), dan kualitas film memiliki pengaruh positif secara simultan.

1. Introduction

The Indonesian film industry has shown promising growth and significant volume growth following

the COVID-19 pandemic, reflecting a positive trend for Indonesian cinemas. According to data from *Bicara Box Office*, the accumulated number of local film viewers in Indonesia has reached 82.9 million by the end of 2025. This phenomenon is a shift in consumer behavior toward diverse film genres. Previously, local films were dominated by horror. However, over time, this has shifted to more diverse genres, such as comedy and animation, which have recently topped the Indonesian box office.

Technically, animated films in Indonesia are formed from the use of audiovisuals which emphasize the arrangement of time in images [1]. Firmansyah [2] assess that animated films have positive potential to provide educational and effective media with increasingly better quality and are in demand by the public [2]. Based on data from *Lembaga Sensor Film* in 2025, the number of local animated films in Indonesia is still very rare on the big screen and is dominated by drama and horror films, indicating that these two genres are still in demand by the public and dominate the Indonesian film market share.

The national animation film industry has strong growth potential and is also an educational medium for the public, but behind all that, this creative industry has to face structural obstacles ranging from limited access to screens, funding, and Intellectual Property [3]. Based on report from AINAKI [4], this problem occurs due to the lack of government and banking incentives for the animation sector due to the lack of valid data and confidence in the role of the sector in the future [4].

The national animation film industry begins to experience dynamic and crucial movements every year, playing a dual role as entertainment and educational media for the younger generation, one of which is the film *Jumbo* which has become the film with the highest number of viewers, namely 10 million viewers amidst the competition of 2025 Eid films such as the film *Pabrik Gula, Komang, Qodrat 2*, and *Norma*. The film, directed by Ryan Adriandhy under the auspices of the production house "Visinema Pictures", highlights the issue of child bullying and tells about courage and friendship which can certainly provide very important lessons for families.

The use of electronic word of mouth (e-WOM) has become a crucial factor in influencing consumer choices in today's digital age. This concept can refer to the activity of conveying views, experiences, and information between consumers through various digital technology platforms [5]. This implementation occurred in the animated film *Jumbo* which has become a topic of conversation by many people in Indonesia amidst the tight competition for Eid films in 2025. However, behind the success of the film, the quantity of viewers for this film is still not optimal because of the best-selling drama and comedy films such as Agak Laen Menyala Pantiku within 37 days of screening. Another problem with this film lies in the audience ratings on several websites such as IMDb and LetterboxD. Most viewers consider this film to be overrated because the ratings given seem excessive but the content of the story still does not meet expectations. Behind the success of the *Jumbo* film, this film has reaped controversy that can trigger public debate, especially among parents and film critics because of the presence of characters that are considered contrary to religious teachings [6].

In addition to the E-WOM variable, there is the involvement of psychological aspects in the form of *Fear of Missing Out* (FOMO), which is considered a factor in influencing the audience's intention

to watch films. FOMO can be interpreted as the fear of important moments experienced by individuals who see other individuals experiencing valuable experiences [7]. In mid-April, precisely on April 18, 2025, the number of viewers of the film *Jumbo* experienced a very drastic spike. This phenomenon has had an impact on changing lifestyle patterns that are more towards consumerism because they don't want to leave popular trends, one of which is fighting for tickets on several application platforms such as TIX ID after this film became the topic of many people, making people who haven't seen it run out of tickets and are easily disappointed by just following the trend.

Another issue with both e-WOM and FOMO is the film's quality. Quality can determine how well a film attracts audiences to the cinema [8]. These issues lie in the depth of the story, the sound quality, and the suboptimal implementation. The quality implementation of *Jumbo* has not been fully implemented in other Indonesian animated films due to a lack of skilled human resources, limited funding, and a lack of government support. One example is Merah Putih One For All, which displays very poor visual quality and can tarnish the image of the Indonesian animated film industry, making it deemed inadequate for the big screen [9].

Based on the results of research studies from Mardianto *et al*. [10] and Putri *et al*. [11], shows that the quality of the film has a positive and significant influence on the interest of visitors to watch the film. On the other hand, the findings from Prabowo & Wisnalmawati [8] indicates that film quality has no impact or influence on audience decisions. A similar study on E-WOM was put forward by Ramadhany & Illahi [12] concluded that these elements can substantially influence viewing decisions. In contrast, findings from Ramadhani [13] found that E-WOM did not show a significant influence on viewing decisions. A recent study by Abdika [14], proved that FOMO has a positive and significant impact on interest in purchasing cinema tickets, while according to Thahirah et al. [15] FOMO has no influence on viewing decisions. Based on the previously described study, the results indicate a gap, including the lack of research discussing the combination of these three variables and the inconclusive results, creating a research gap in this study. Figure 1 shows the research framework. Based on the research framework, this research proposes the following hypotheses.

H1: Electronic word of mouth positively and significantly influences viewing interest.
H2: Fear of missing out positively and significantly influences viewing interest.
H3: Film quality positively and significantly influences viewing interest.
H4: Electronic word of mouth, fear of missing out, and film quality positively and significantly influence viewing interest.

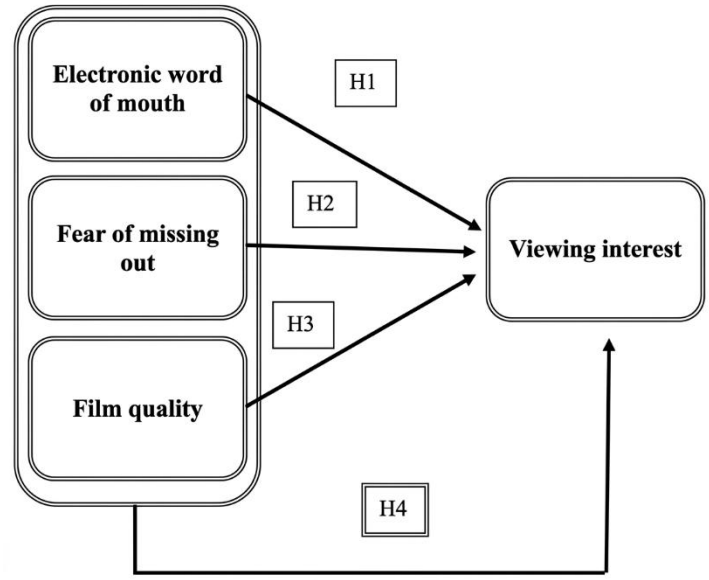

Fig. 1 Research Paradigm/Model; Source: The Author's Own Work

Based on the above problems, this study aims to measure and examine the importance of the use of E-WOM, FOMO, and film quality on viewing interest. The results of this study can contribute to the fields of marketing, consumer behavior, and digital communication, especially those related to the role of E-WOM, FOMO, and film quality as entertainment that can shape viewing interest. Through this study, researchers are able to provide input for audiences, film producers, directors, and animated film production houses in designing marketing strategies that can improve film quality to attract viewing interest.

2. Method

This study applies a quantitative approach as its research method. Primary data collection was conducted systematically through a survey method, where the research instrument, a questionnaire in the form of a Google form, was distributed to respondents as a research sample for data collection [16]. The population coverage in this study includes all individuals residing on the island of Java and who have watched the film *Jumbo* live in theaters. This study applies a probability-based sampling technique, namely simple random sampling. This technique is applied when the population members are considered homogeneous to ensure the simplicity of the sampling process without reducing the validity of the data representation. Before entering the data analysis stage, researchers are required to carry out validity and reliability tests. These tests aim to verify that the research instrument is suitable for use because it meets both validity and reliability standards. Data processing in this research study uses SPSS 20 software.

3. Results and Discussion

3.1. Results

This study aims to measure the level of influence and significance of E-WOM, FOMO, and film quality on the interest in watching the animated film *Jumbo*. Primary data collection was

obtained through the distribution of an online questionnaire based on Google Forms, which was distributed through various social media platforms over a period of three weeks, involving 385 respondents. The research instrument has been tested as valid and reliable overall. The prerequisite test showed that the requirements for proceeding to hypothesis testing were met. The three independent variables were proven to have a positive and significant influence on the dependent variable, namely interest in watching.

3.1.1 Normality Test

The normality test is applied to evaluate data distribution, either to confirm whether the data is normally distributed or not. In this study, the procedure was implemented using the One Sample Kolmogorov-Smirnov approach. The test criteria stipulate that the data distribution is considered normal if the significance value exceeds the 0.05 threshold. Conversely, if the value is below the standard, it does not meet the normality assumption.

Table 1. Result of Normality Test

One Sample Kolmogorov-Smirnov	**Sig.**	**Result**	**Notes**
Asymp Sig. (2-tailed)	0.05	0.074	Normality

Source: Primary Data (2025)

Table 1 indicates that the significance level is 0.074. This figure indicates that the value is above the threshold of 0.05. The results indicate that the research data can be declared normally distributed.

3.1.2 Linearity Test

The Linearity Test is used to test for the existence of a significant linear correlation between the independent and dependent variables. This test is conducted using the Test for Linearity technique. In this study, a variable can be considered linear in the Deviation from Linearity column if the significance value is >0.05. Conversely, if the significance level is <0.05, the relationship does not meet the linearity assumption. The determination of the linearity test results is based on the significance value found in the Deviation from Linearity indicator.

Table 2. Results of Linearity Test

Variable	**Signification (*Deviation from Linearity*)**	**Notes**
E-WOM	0,144	Linear
FOMO	0,127	Linear
Film Quality	0,177	Linear

Source : Primary Data (2025)

Based on the results of the Deviation from Linearity test mentioned in Table 2, the significance value recorded was 0.144 obtained for the E-WOM variable, then 0.127 for the FOMO

variable and 0.177 for the Film Quality variable. All of these values are above the predetermined significance limit, which is 0.05, so there is a linear relationship between the Interest in Watching variable (Y) with the E-WOM (X1), FOMO (X2), and Film Quality (X3) variables. Thus, the linear regression model has passed the linearity test and can proceed to the next prerequisite test stage.

3.1.3 Multicollinearity Test

The multicollinearity test is used to evaluate the strength of the correlation between independent variables and to identify any significant relationships that may exist between them [17]. This evaluation is determined by the Tolerance & Variance Inflation Factor (VIF) parameters. The research model is declared free of symptoms if the Tolerance value exceeds 0.1 and the VIF value is less than 10, indicating there is no excessive correlation between the independent variables.

Table 3. Results of Multicolinearity Test

Variable	*Tolerance*	VIF	Notes
E-WOM	0,666	1,501	No Symptoms of Multicollinearity
FOMO	0,700	1,428	No Symptoms of Multicollinearity
Film Quality	0,550	1,820	No Symptoms of Multicollinearity

Source : Primary Data (2025)

The results of the multicollinearity test in Table 3 indicate Tolerance > 0.10 and VIF < 10. In conclusion, there is no multicollinearity in the three independent variables.

3.1.4 Heteroscedasticity Test

The heteroscedasticity test was implemented to analyze and detect inconsistencies in residual variance between observations [17]. In this study, the test was conducted using the Spearman's rho method, namely by correlating the absolute residual value with each independent variable [18]. The criteria for the heteroscedasticity test were determined with a significance value >0.05, indicating no heteroscedasticity symptoms.

Table 4. Results of Heterocesdasticity test

Variable	Signification	Notes
E-WOM	0,549	No Heterocesdasticity Symptoms
FOMO	0,635	No Heterocesdasticity Symptoms
		No

Film Quality	0,447	Heterocesdasticity Symptoms

Source : Primary Data (2025)

Table 4 shows the results of the heteroscedasticity test, showing a significance value of 0.549 for the E-WOM variable (X1), 0.635 for the FOMO variable (X2), and 0.447 for the film quality variable (X3). Overall, the results exceeded the predetermined significance threshold of 0.05, thus confirming that the regression model is free from heteroscedasticity.

3.1.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was applied to test the significance of the linear relationship between the independent variable (X) and the dependent variable (Y). Referring to Indartini and Muthmainah [19], this approach is designed to estimate the average of the dependent variable based on considering the predetermined independent variables, while simultaneously analyzing the complexity of the resulting influences together.

Table 5. Result of Multiple Linear Regression Analysis

Variable	**Unstandardized Coefficients (B)**	**Standardized Coefficients**	**Sig.**
Constant	-1,178	2,011	0,558
E-WOM	0,373	0,046	0,000
FOMO	0,283	0,042	0,000
Film Quality	0,150	0,015	0,000

Source : Primary Data (2025)

Referring to the results in table 5, the findings of this study can be described in detail as follows.

$$Y = -1{,}178\alpha + 0{,}373(X1) + 0{,}283(X2) + 0{,}150(X3)$$

a. The constant value of viewing interest (Y) obtained is -1.178, which means that if all independent variables (E-WOM, FOMO, and Film Quality) have a value of 0 (Constant), then the dependent variable (viewing interest) tends to be negative.
b. The regression coefficient on variable X1 of 0.373 shows that a 1% increase in E-WOM has implications for an increase in viewing interest of 0.373 or equivalent to 37.3% with a positive direction of influence.
c. The regression coefficient value of X2 of 0.283 indicates that a 1% increase in FOMO will increase the contribution to viewing interest by 0.283 or 28.3%, which indicates a positive and unidirectional relationship.
d. Meanwhile, the regression coefficient of the film quality variable (X3) is 0.150, meaning that a 1% increase in film quality is followed by an increase in viewing interest of 0.150 or 15% with a positive influence even though it has a relatively small value.

3.1.6 Hypotesis Testing

This hypothesis testing is conducted as the final step to measure the influence of the three independent variables and one dependent variable. This step is crucial for understanding the significance of the relationship between these variables, both when tested separately and collectively within a single research model.

a. T Test (Partial)

Indartini and Mutmainah [19] explain that the t-test aims to assess the influence of each independent variable on the dependent variable individually, referring to the table coefficients. The hypothesis is accepted if the significance value is <0.05 and the calculated t value is > t table.

Table 6. T-test Result

Variables	Signification	Notes
E-WOM	8.050	Hypothesis 1 accepted
FOMO	6.822	Hypothesis 2 accepted
Film Quality	10.196	Hypothesis 3 accepted

Source : Primary Data (2025)

1) The t-test results for E-WOM (X1) indicate a positive and significant effect on the variable Viewing Interest (Y). The calculated t-value for this variable is 8.050 > 1.966, with a significance level of 0.00, which is lower than the specified probability threshold (0.05). This finding indicates that Hypothesis 1 is accepted.
2) The t-test results for FOMO (X2) indicate a positive and significant effect on the variable Viewing Interest (Y). The calculated t-value for this variable is 6.822 > 1.966, with a significance level of 0.00, which is lower than the specified probability threshold (0.05). This finding indicates that Hypothesis 2 is accepted.
3) The t-test results for Film Quality (X3) indicate a positive and significant effect on the variable Viewing Interest (Y). The calculated t-value for this variable was recorded at 10.196 > 1.966 with a significance level of 0.00, which is lower than the specified probability threshold (0.05). This finding indicates that Hypothesis 3 can be accepted.

b. F Test (Simultaneous)

The next stage of hypothesis testing is to conduct an F-test. This test aims to evaluate the simultaneous impact of independent variables in a linear regression model, where E-WOM, FOMO, and film quality are tested for their relationship with the dependent variable, namely viewing interest (Y). The combined effect between the independent and dependent variables is considered qualified if the significance value is <0.05 and the F value is > Ftable.

Table 7. F-test Results

Model	F	Significance	Information
Regression	133.325	0,000	Significant Influence

Source : Primary Data (2025)

The calculated F value obtained was 133.325 > 2.628 with a significance level of 0.000, below 0.05. This finding indicates the collective influence of the three independent variables on the dependent variable.

c. Coefficient Determination

The determination coefficient test aims to measure the capacity of the regression model in explaining variations in changes in the dependent variable shown in the Adjusted R Square column.

Table 8. Results of the Coefficient of Determination

Model	R	*R Square*	*Adjusted R Square*	*Standard Error of the Estimate*
1	0,716	0,512	0,508	5.464

Source : Primary Data (2025)

In table 8, the Adjusted R Square determination coefficient is recorded at 0.508 or 50.8%, indicating the influence of the E-WOM, FOMO, and Film Quality variables on the interest in watching the animated film *Jumbo* by 50.8%, the remaining 49.2% is influenced by other variables.

3.2. Discussion

3.2.1 The Influence of *Electronic Word of Mouth* on Viewing Interest

The results of the hypothesis test for this variable show a significance value of 0.00 for Electronic Word of Mouth, which is below the probability threshold of 0.05. The t-value reaches 8.050 and exceeds the critical limit of 1.966. Therefore, the results of Hypothesis 1 can be accepted, with a positive and significant effect on viewing interest in the animated film *Jumbo*.

The use of E-WOM (Electronic Word of Mouth) is very influential because it has played a positive role in attracting viewers and providing evaluation material for the Indonesian animated film industry. The role of E-WOM in the film *Jumbo* is through the provision of recommendations and positive and negative reviews from family, friends, or relatives. Furthermore, emotional engagement from viewers who experience the film's content can create a *Jumbo* Buzzer that can organically attract audience popularity. Furthermore, social proof can increase audience enthusiasm because the film's memorable narrative spreads more quickly, creating a desire to watch the film. These results are supported by research by

Ramadhany and Illahi [12], which indicates that E-WOM has a positive influence.

3.2.2 The Influence Fear of Missing Out on Viewing Interest

The hypothesis test findings for this variable revealed a significance level of 0.00 for Fear of Missing Out, which is below the probability threshold of 0.05. The t-value reached 6.822 and exceeded the critical limit of 1.966, thus accepting Hypothesis 2. The results indicate that FOMO has a positive and significant impact on an individual's tendency to watch the animated film *Jumbo*.

FOMO plays a significant role in the animated film *Jumbo* due to the Indonesian public's curiosity about the presence of a classy Indonesian animated film that differs from previous animated films, featuring top-tier actors as voice actors, which leads to a desire to watch the film directly in theaters. Another factor identified is the fear of leaks or spoilers of the film's story, in the form of pirated videos and images circulating on social media, which could harm the filmmaker and other viewers who have not yet seen it. This finding is supported by the research of Abdika [14]. This study's findings align with those of Abdika [14], who explained that Fear of Missing Out influences the decision to purchase movie tickets.

3.2.3 The Influence of Film Quality on Viewing Interest

The statistical analysis of this variable revealed a significance level of 0.00 for film quality, exceeding the probability threshold of 0.05. The t-value reached 10.169 and fell below the critical limit of 1.966, thus accepting hypothesis 3. The results indicate that film quality can have a positive and significant influence on an individual's propensity to watch the animated film *Jumbo*.

Film quality can have a significant influence because most Indonesian filmgoers pay attention to quality. Film quality is fundamentally one of the most crucial aspects in shaping viewing interest, as it creates a story that aligns with the film's content, provides consistency in the storyline, and brings to life the nuances or stronger character expressions, making the film accessible to all levels of society. *Jumbo*'s status as the highest-grossing animated film can serve as a benchmark for success in developing quality local animation. This finding is supported by research by Putri et al. [11] and Mardianto et al. [10], which indicates that film quality can drive individual interest in watching films in theaters.

3.2.4 The Influence of E-WOM, FOMO, and Film Quality on Viewing Intention

The overall results show a calculated F value of 133.325, exceeding the F table of 2.628, suggesting a simultaneous effect. Viewing intention is a form of individual interest in watching films, whether through cinemas or streaming platforms, often driven by objective taste. Audience members have a positive and interrelated influence on viewing intention. This contribution is formed by the roles of E-WOM, FOMO, and Film Quality. These independent variables play a crucial role in the success of animated films in Indonesia. This film is clear evidence that Indonesian animated films can break box office records as the highest-grossing Indonesian film of all time.

4. Conclusions

1. The results of the study indicate the positive and crucial role of e-WOM in triggering interest in watching the film "*Jumbo*," with a calculated t-value of 8.050. The "snowball effect" of recommendations and testimonials on various digital platforms has proven to be an effective primary source of information. The emotional reactions of viewers, which naturally form a base of supporters such as "*Jumbo*" buzzers, can strengthen e-WOM's position as a key factor in attracting public attention.

2. The results of the study indicate that the FOMO phenomenon is one of the main factors driving audience enthusiasm for watching the film "*Jumbo*," with a calculated t-value of 6.822. With strong statistical significance, this phenomenon is explained as a manifestation of individual anxiety about the risk of being left behind by trending information in society. Furthermore, there is a tendency among viewers to feel the need to watch the film to avoid the risk of illegal content or story spoilers circulating online.
3. The results indicate that film quality is identified as a primary factor influencing interest in watching the animated film "*Jumbo*," with a calculated t-value of 10.169. These findings reflect the tendency of Indonesian film audiences to prioritize quality standards as a key factor in their decision-making. These results support the hypothesis that higher quality leads to greater viewer engagement.
4. The three independent variables (e-WOM, FOMO, and film quality) jointly impacted the dependent variable (viewing interest) for the animated film *Jumbo*, with an F-test of 133.325, greater than the F-table of 2.628, and a significance level of 0.000 < 0.05. Furthermore, the coefficient of determination was 0.508. The data indicate that these three variables explain 50.8% of the variation in viewing interest, while the remaining 49.2% is explained by other factors outside the scope of this study. Audience contribution has a positive and interrelated influence on viewing interest. This contribution is derived from the roles of e-WOM, FOMO, and film quality. These independent variables play a crucial role in the success of animated films in Indonesia. This film is real proof that Indonesian animated films can break box office records as the list of the most popular Indonesian films of all time.

Conflict of Interest

The preparation of the research design, data collection, analysis and interpretation of the results, and publication of the findings do not have a conflict of interest which is completely outside the authority of the funding party.

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