



**THE EFFECT OF BUY ONE GET ONE (BOGO) PROMOTION AND SOCIAL
MEDIA STRATEGY ON THE PERCEPTION OF VALUE AND CONSUMER
SATISFACTION OF ISLAMIC FILM TICKETS AT CINEMA XXI SOLO GRAND
MALL: A CASE STUDY OF STUDENTS IN SURAKARTA**

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Abstract

This study examines the effects of Buy One Get One (BOGO) promotions and social media strategies on perceived value and consumer satisfaction for Islamic film tickets at Cinema XXI Solo Grand Mall, focusing on students in Surakarta. Using a quantitative approach, data were collected from 179 respondents through purposive sampling and analyzed via Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. Results indicate that BOGO promotions significantly increase consumer satisfaction, while social media strategies have no direct significant effect. Both BOGO promotions and social media strategies, however, positively influence perceived value, which partially mediates their impact on satisfaction. This research contributes to understanding how promotional tactics and digital marketing interact to shape consumer perceptions in the niche Islamic film market and provides actionable insights for cinema managers to optimize marketing strategies targeting student audiences.

Keywords: Buy One Get One (BOGO) Promotion, Social Media Strategy, Value Perception, Consumer Satisfaction, Islamic Films



INTRODUCTION

Rapid advances in digital technology have profoundly reshaped how companies market their products, with the entertainment sector—including cinemas—experiencing particularly significant transformations. Social media platforms now occupy a central role in reaching younger audiences, as evidenced by the fact that over 68% of Indonesians are active online. Among university students, campaigns conducted via social networks, combined with price incentives such as Buy One Get One (BOGO) offers, have proven especially effective in influencing purchase intentions (Putri & Achsanika Hendratmi, 2022). While the general influence of social media promotion is well documented—accounting for up to 72.7% of consumers' purchasing decisions—the interplay between promotional strategies and engaging digital content in shaping behavior warrants closer scrutiny.

Despite extensive research on digital marketing, most studies focus either on social media strategies or discount-based promotions independently. There is a notable lack of research that examines the combined effects of social media marketing and BOGO offers, particularly in niche markets such as Islamic-themed films. Moreover, while perceived value is recognized as a key mediating factor in consumer behavior, few studies have systematically explored its role in linking marketing strategies to audience satisfaction and purchase intention (Astrawan et al., 2023). This represents a critical gap: without understanding how these strategies jointly shape perceived value, cinema managers may fail to optimize campaigns targeted at young, faith-oriented audiences.

The present study aims to address this gap by investigating how social media marketing and BOGO promotions jointly influence perceived value and customer satisfaction among university students in Surakarta who attend Cinema XXI Solo Grand Mall. By situating the study within the context of Islamic film consumption, it also contributes to the underexplored intersection of faith-oriented cultural markets and digital marketing practices. Furthermore, the research aligns with Indonesia's National Research Master Plan (RIRN) and Asta Cita's human capital objectives, offering both conceptual and practical value by informing data-driven marketing strategies and promoting innovation in Indonesia's growing Islamic entertainment sector (Ubaidilah & Widiarti, 2023).

Empirical studies support the theoretical underpinnings of this research. Muzaki et al. (2022) report that digital marketing conducted via social media significantly affects customer satisfaction, with promotional strategies explaining more than 40% of its variance. Afif et al. (2021) similarly find that social media



promotions directly shape consumer decision-making, highlighting their role in cultivating young consumers' behavioral tendencies. Saputra et al. (2022) further demonstrate that active engagement on social media strengthens interaction levels, which enhances purchase intention and fosters brand loyalty. Building on these findings, this study seeks to investigate not only the direct effects of marketing strategies but also the mediating role of perceived value, providing a more nuanced understanding of consumer behavior in faith-oriented entertainment markets.

In sum, this study contributes to academic discourse by addressing the underexplored combined effects of social media marketing and BOGO promotions on perceived value and satisfaction, while providing actionable insights for cinema managers and stakeholders in the Islamic film industry. By examining a specific, underrepresented audience segment—university students, this research enhances both theoretical understanding and practical application in Indonesia's evolving digital entertainment landscape.

LITERATURE REVIEW

Expectancy Disconfirmation Theory

Expectancy Disconfirmation Theory (EDT) posits that customer satisfaction arises from the comparison between expected and actual product or service performance. Positive disconfirmation occurs when experiences exceed expectations, while negative disconfirmation results when expectations are unmet (Schiebler et al., 2025). In contemporary digital contexts, managing expectations is critical, particularly through transparent communication in social media campaigns and promotional messaging. Aligning marketing promises with realistic outcomes not only reduces dissatisfaction but also enhances perceived value, a key determinant of repeat purchase intentions. Moreover, service quality dimensions tangibility, reliability, responsiveness, assurance, and empathy remain pivotal in shaping the degree of customer satisfaction, bridging expectation management with experiential outcomes.

Buy One Get One (BOGO) Promotion

Promotion strategies, such as BOGO offers, function as a direct mechanism to influence consumer perceptions and purchase behavior (Friandyas & Irmawati, 2022). Beyond mere awareness, promotions can increase perceived utilitarian and hedonic value by providing consumers with an immediate sense of gain or reward (Al Husori & Hasmarini, 2025). Within the framework of EDT, BOGO promotions can elevate initial expectations while simultaneously offering



tangible benefits, increasing the likelihood of positive disconfirmation and heightened satisfaction. However, the effectiveness of such promotions may depend on the congruence between promised benefits and actual delivery, highlighting the interplay between marketing strategies and value perception.

Social Media Marketing Strategy

Strategically designed social media campaigns enhance consumer engagement and emotional attachment to brands (Wardana et al., 2024). By enabling precise segmentation and tailored messaging (Zeqiri et al., 2024), social media marketing reinforces expectations and shapes perceived value prior to purchase. When executed effectively, such strategies not only elevate the perceived utility and enjoyment of the product but also increase satisfaction and loyalty post-consumption. Therefore, social media serves as both a pre-purchase expectation-shaping tool and a post-purchase reinforcement mechanism, connecting promotional efforts with tangible experiential outcomes.

Consumer Perceived Value

Perceived value encompasses both utilitarian and affective dimensions, reflecting the balance between received benefits and sacrifices (Holbrook & Zeithaml, 2006; Liusito & Tulung, 2020). Factors such as product quality, price, social influence, and emotional engagement collectively shape this perception, influencing purchase decisions and satisfaction levels. In the context of entertainment and online ticketing, higher perceived value has been shown to directly enhance user satisfaction and promote sustainable consumer behavior (Aprillia & Suryani, 2024). Importantly, perceived value acts as a mediator between marketing interventions—such as BOGO promotions and social media engagement—and satisfaction, integrating promotional strategies with post-purchase outcomes.

Consumer Satisfaction

Satisfaction emerges as a psychological response when the actual performance of a product or service is compared against expectations (Apfiyari & Rimawan, 2023; Azis & Irmawati, 2023). Empirical evidence underscores that satisfaction not only reflects fulfillment of needs and wants but also drives repurchase intentions and brand loyalty (Haryo Pranadipta, 2022). Within an integrated framework, satisfaction is influenced by both promotional tactics (e.g., BOGO) and digital marketing strategies, mediated by perceived value. This highlights a cascading effect: marketing initiatives shape expectations and perceived value, which in turn determine the level of consumer satisfaction.

Integration of Constructs



Synthesizing the literature, a coherent framework emerges in which BOGO promotions and social media marketing strategies shape consumer expectations and perceived value, consistent with Expectancy Disconfirmation Theory. Positive alignment between expectations and actual experiences elevates perceived value, ultimately enhancing satisfaction. This theoretical integration underscores the interconnected roles of promotional mechanisms, digital marketing, and value perception in driving favorable consumer responses, offering a foundation for empirical investigation in contemporary digital and entertainment markets.

Hypothesis Development

The Effect of Buy One Get One (BOGO) Promotion on Consumer Satisfaction

It has been documented that BOGO promotions are perceived as more appealing than standard discounts of equal economic worth, owing to the enhanced visual and emotional sense of reward they convey (Gordon-Hecker et al., 2020). Moreover, BOGO schemes have been associated with increased impulsive behavior and elevated positive emotions relative to other promotional formats, thereby enhancing the overall shopping experience (Bak et al., 2022):

H1: There is a positive effect of Buy One Get One (BOGO) promotion on consumer satisfaction.

The Effect of Social Media Strategy on Consumer Satisfaction

Strategies involving social media have become a crucial determinant in improving customer satisfaction and fostering enduring loyalty across multiple industries. Within Indonesia's e-commerce landscape, the implementation of social media strategies has been proven to exert a substantial influence on customer satisfaction, which in turn drives long-term loyalty (Suharto et al., 2022). Likewise, among Indonesia's micro-culinary enterprises, the strategic and interactive use of social media—particularly through appealing promotional materials and timely customer engagement—has demonstrated a notable positive impact on consumer satisfaction (Almansyah Rundu Wonua et al., 2023). Furthermore, across broader business contexts, consistent digital engagement supported by visually appealing content on social media has been found to enhance satisfaction levels and reinforce customer loyalty (Hebshibha, 2024). Accordingly, the following hypothesis is formulated:

H2: There is a positive effect of social media strategy on consumer satisfaction.

The Effect of Buy One Get One (BOGO) Promotion on Perceived Value



Experimental findings indicate a tendency for consumers to favor Buy One Get One offers rather than ordinary discounts, owing to BOGO's visual salience and the consumer's perception of extra benefit, even when the objective economic value is the same. Neurophysiological approaches further reveal that BOGO stimuli trigger brain areas associated with valuation and impulsive behavior, suggesting a biological mechanism for increased perceived value. Accordingly, we propose this hypothesis:

H3: There is a positive effect of Buy One Get One (BOGO) promotion on consumers' perceived value.

The Effect of Social Media Strategy on Perceived Value

An impactful social media approach can strengthen both perceived value and brand equity, as consumer satisfaction and brand appreciation tend to rise through interactive engagement (Wahyudi & Parahiyanti, 2021). Supporting this, prior studies have demonstrated that interactive promotional activities on social media, particularly within the cosmetics sector, can elevate perceived value and foster stronger social engagement among consumers. Consequently, perceived value functions as a key mediating factor that shapes purchase intention (Agarwal et al., 2024). In light of these insights, the following hypothesis is formulated:

H4: There is a positive effect of social media strategy on consumers' perceived value.

The Effect of Perceived Value on Consumer Satisfaction

Perceived value is recognized as a key determinant in elevating customer satisfaction at Solaria Bencoolen Mall Restaurant, which subsequently fosters stronger customer loyalty (Wahyuni, Intan Tri, & Subandrio, 2024). Similarly, research involving postgraduate students demonstrates that perceived value exerts a direct influence on satisfaction, particularly among consumers with high product involvement (Kaptanoglu & Yukselen, 2020). Furthermore, within the food service sector, enhancements in perceived value stemming from superior service quality, fair pricing, and enjoyable experiences are shown to substantially boost customer satisfaction (Nurhaliza & Siregar, 2024). Considering these findings, the hypothesis formulated is as follows:

H5: There is a positive effect of perceived value on consumer satisfaction.

Perceived Value as a Mediator Between Buy One Get One (BOGO) Promotion and Consumer Satisfaction

The mediating influence of perceived value between promotional activities and user satisfaction has been empirically confirmed among digital wallet users through Structural Equation Modeling (SEM) analysis (Taufik & Lestari, 2023).



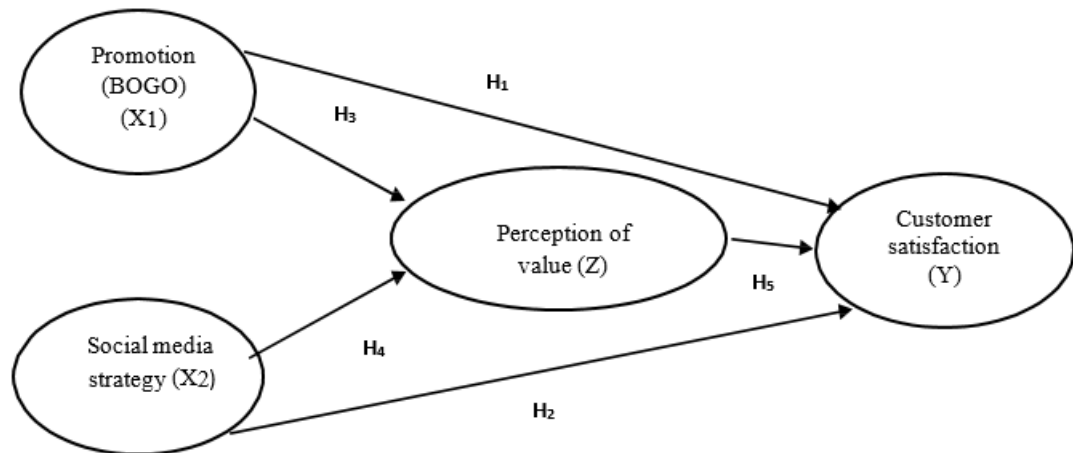
This outcome supports previous evidence indicating that promotional schemes such as Buy One Get One (BOGO) do not directly enhance satisfaction but rather improve it indirectly by increasing consumers' perceived value (Effendi et al., 2025). Therefore, grounded in these insights, the following hypothesis is formulated:

H6: Perceived value mediates the effect of Buy One Get One (BOGO) promotion on consumer satisfaction.

Perceived Value as a Mediator Between Social Media Strategy and Consumer Satisfaction

Social media promotional efforts, including visual content and customer engagement, can cultivate favorable perceptions of both product value and brand reputation. These effects, in turn, improve customer satisfaction through two primary mediating constructs: perceived value and brand equity (Wahyudi & Parahiyanti, 2021). Furthermore, research on Garuda Indonesia's passengers revealed that perceived value serves as a crucial intermediary linking service quality to purchasing behavior, a relationship further strengthened by social media interactions such as user reviews and online discussions (Widodo & Krisma Maylina, 2022). Grounded in these findings, the subsequent hypothesis is formulated:

H7: Perceived value mediates the effect of social media strategy on consumer satisfaction.



Source: Processed data, 2025

Figure 1
Framework of Thought



RESEARCH METHOD

This study employed a quantitative survey within an associative framework to examine the relationship between promotional activities, social media engagement, and customer satisfaction in the context of Islamic film screenings at Cinema XXI Solo Grand Mall. The Buy One Get One (BOGO) promotion was highlighted as particularly effective in enhancing audience satisfaction by offering direct, tangible benefits to viewers (Muzaki et al., 2022).

The target population comprised university students in Surakarta who had attended Islamic film screenings at the cinema. Participants were selected using purposive sampling based on four criteria: (1) current enrollment at a Surakarta university, (2) prior use of a Cinema XXI BOGO promotion, (3) following the cinema's official social media accounts, and (4) attendance at least one Islamic screening. A total of 179 respondents were included, meeting the minimum requirement for PLS-SEM with twelve indicators. While the sample size satisfied the PLS-SEM rule-of-thumb, future studies could apply power analysis to provide statistical justification.

Twelve indicators were measured through a structured questionnaire, operationalizing constructs such as promotional engagement, social media interaction, and customer satisfaction. Data were analyzed using SmartPLS 4.0. Ethical considerations were addressed by obtaining informed consent from all participants prior to survey administration.

RESULTS AND DISCUSSION

Respondent Characteristics

One hundred seventy-nine respondents took part in the survey. Women formed the larger share with one hundred twenty-one individuals (sixty-seven point five percent), compared with fifty-eight men (thirty-two point five percent). Student respondents were dominant: the largest group hailed from Universitas Muhammadiyah Surakarta (one hundred; fifty-five point nine percent), while the remainder came from Universitas Sebelas Maret (thirty; sixteen point eight percent), Universitas Raden Mas Said (twenty-three; twelve point eight percent), Universitas 'Aisyiyah Surakarta (eleven; six point one percent), Universitas Slamet Riyadi (nine; five percent), and Institut Seni Indonesia Surakarta (six; three point four percent). Age distribution was heavily concentrated in the 20–25 bracket (one hundred fifty-five; eighty-six point six percent), with twenty-one



respondents (eleven point eight percent) under twenty and three respondents (one point six percent) older than twenty-five.

Analysis Results

Convergent Validity

The evaluation of convergent validity was carried out through the assessment of outer loading values. Indicators were regarded as valid when their respective loadings surpassed the threshold of 0.70. The outer loading results for each construct’s indicators are detailed as follows:

Table 1.
Outer Loadings

Variables	Indicator	Outer Loading	Information
Buy One Get One Promotion(BOGO) (X1)	X1.1	0.869	Valid
	X1.2	0.828	Valid
	X1.3	0.749	Valid
Social Media Strategy (X2)	X2.1	0.741	Valid
	X2.2	0.890	Valid
	X2.3	0.859	Valid
Customer Satisfaction (Y)	Y.1	0.862	Valid
	Y.2	0.886	Valid
	Y.3	0.797	Valid
Perception of Value (Z)	Z.1	0.810	Valid
	Z.2	0.785	Valid
	Z.3	0.838	Valid

Source: Processed data, 2025

Each indicator in the research demonstrates strong convergent validity, as all outer loading values exceed the 0.70 threshold.

Discriminant Validity, Composite Reliability, and Cronbach’s Alpha

If an indicator’s AVE is greater than 0.50, you can treat its discriminant validity as adequate. Likewise, treat variables with Composite Reliability values above 0.70 as reliable. Finally, a Cronbach’s Alpha exceeding 0.60 suggests the construct is dependable.

Table 2.
Discriminant Validity (AVE), Composite Reliability, and Cronbach's Alpha

Variables	AVE (Average Variance Extracted)	Composite Reliability	Cronbach’s Alpha



Buy One Get One Promotion(BOGO) (X1)	0.667	0.857	0.751
Social Media Strategy (X2)	0.693	0.871	0.778
Customer Satisfaction (Y)	0.721	0.886	0.809
Perception of Value (Z)	0.658	0.852	0.740

Source: Processed data, 2025

Each construct in this study exhibits an Average Variance Extracted (AVE) value above 0.50, indicating acceptable convergent validity. Composite reliability indices for all constructs exceed 0.70, demonstrating internal consistency, and Cronbach’s alpha values are greater than 0.60, confirming that each item meets reliability requirements.

Multicollinearity

The Variance Inflation Factor (VIF) serves as the indicator in this test; a VIF below 5 suggests no multicollinearity.

**Table 3.
Multicollinearity Test**

Inner VIF Values	VIF
Buy One Get One Promotion(BOGO)→ Customer Satisfaction	1.627
Social Media Strategy → Customer Satisfaction	1.840
Perception of Value → Customer Satisfaction	1.684
Buy One Get One Promotion(BOGO)→ Perception of Value	1.508
Social Media Strategy → Perception of Value	1.508

Source: Processed data, 2025

With VIFs under the threshold of 5, there is no evidence of problematic multicollinearity in the model.

Coefficient Determination (R²)

The coefficient of determination (R²) indicates the proportion of variance in the outcome variable explained by the predictors and is commonly used to evaluate the model’s overall fit.

**Table 4.
Coefficient Determination**



Variables	R-Square (R ²)	R-Square Adjusted
Customer Satisfaction (Y)	0.420	0.410
Perception of Value (Z)	0.406	0.400

Source: Processed data, 2025

An R² of 0.420 shows that customer satisfaction is 42.0% explained by the joint effect of BOGO promotions and social media strategy. Likewise, perceived value is 40.6% accounted for by these two factors (R² = 0.406).

Goodness of Fit (Q²)

Q² and R² play comparable roles in assessing models a higher Q² suggests the model aligns more closely with the data.

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,420) \times (1 - 0,406)] \\
 &= 1 - [(0,580) \times (0,580)] \\
 &= 1 - [0,344]
 \end{aligned}$$

Q² = 0,656

The model accounts for 65.6% of the variance in the data (Q² = 0.656), leaving 34.4% attributable to factors not included in this study.

Direct and Indirect Effects

Table 5.
Path Coefficients (Hypothesis Test)

Direct Effect	Original Sample (O)	T Statistics	P Values	Information
Buy One Get One Promotion(BOGO) → Customer Satisfaction	0.234	2.562	0.011	Positive and significant
Social Media Strategy → Customer Satisfaction	0.105	1.298	0.195	Not significant
Buy One Get One Promotion(BOGO)→ Perception of Value	0.267	4.112	0.000	Positive and significant
Social Media Strategy → Perception of Value	0.445	7.215	0.000	Positive and significant



Perception of Value → Customer Satisfaction	0.415	4.157	0.000	Positive and significant
Buy One Get One Promotion(BOGO) →Perception of Value→ Customer Satisfaction	0.111	2.538	0.011	Positive and significant
Social Media Strategy→ Perception of Value→ Customer Satisfaction	0.184	3.733	0.000	Positive and significant

Source: Processed data, 2025

Perceived value was found to be an important predictor of customer satisfaction, exerting a positive and statistically significant effect. The Buy One Get One (BOGO) promotion positively and significantly shapes perceptions of value, and the social media strategy likewise contributes positively and significantly to perceived value. While the BOGO promotion directly and significantly improves customer satisfaction, the social media strategy does not have a significant direct effect on satisfaction. Mediation tests indicate that perceived value significantly mediates the impact of both the BOGO promotion and the social media strategy on customer satisfaction.

The Effect of Buy One Get One Promotion (BOGO) on Customer Satisfaction

Consistent with prior studies (Datta & Roy, 2022), the results indicate that BOGO promotions significantly enhance customer satisfaction ($t = 2.562, \beta = 0.234, p = 0.011$). This aligns with the theoretical notion that customers derive satisfaction not only from product acquisition but also from perceived gains or “extra” rewards, which is consistent with the expectancy-disconfirmation theory (Oliver, 2014). By providing immediate, tangible benefits, BOGO campaigns elevate perceived value and reinforce positive consumption experiences. Internationally, similar findings have been reported in retail contexts in Europe and North America, where BOGO promotions increase purchase intention and satisfaction more effectively than nominal discounts (Gordon-Hecker et al., 2020). However, it is important to note that the effectiveness of BOGO offers may be contingent upon product type, consumer price sensitivity, and cultural attitudes toward promotions.

The Effect of Social Media Strategy on Customer Satisfaction

The Effect of Buy One Get One ...



Although social media strategies significantly influence perceived value ($t = 7.215$, $\beta = 0.445$, $p < 0.001$), their direct effect on customer satisfaction was found to be non-significant ($t = 1.298$, $\beta = 0.105$, $p = 0.195$). This may reflect the distinction between engagement-driven marketing and satisfaction outcomes: social media enhances awareness and perceived benefits but does not automatically translate to higher satisfaction unless the content resonates with user expectations (Maracic et al., 2022). From a marketing communication perspective, the limited effect could stem from low message personalization, insufficient storytelling, or weak integration with experiential touchpoints. Comparative studies in international markets (e.g., Asia-Pacific digital retail) suggest that interactive social media campaigns increase satisfaction only when combined with tangible benefits, such as exclusive deals or loyalty rewards, indicating that digital engagement alone is insufficient (Rafi et al., 2021).

The Effect of BOGO Promotion on Perception of Value

The analysis demonstrates a significant positive effect of BOGO on perceived value ($t = 4.112$, $\beta = 0.267$, $p < 0.001$), confirming that consumers interpret “buy one, get one free” as enhancing both monetary and functional value. This finding aligns with consumer behavior theories, particularly the value-perception framework, which posits that promotional incentives shape evaluation of the overall benefit received relative to cost (Zeithaml, 1988). International evidence similarly indicates that BOGO strategies elevate value perception across retail and FMCG sectors, highlighting their utility in competitive markets (Gordon-Hecker et al., 2020).

The Effect of Social Media Strategy on Perception of Value

Social media strategy exerts a strong positive effect on perceived value, suggesting that well-curated digital interactions enhance consumers’ evaluation of product benefits. This aligns with relationship marketing theory, which emphasizes the role of ongoing engagement in shaping perceived value and brand attachment (Rafi et al., 2021). By enabling direct communication, information transparency, and interactive experiences, social media enhances the cognitive and affective components of value perception. However, as prior research indicates, the effectiveness of such strategies is moderated by content quality, cultural context, and platform characteristics (Yang et al., 2020).

The Effect of Perception of Value on Customer Satisfaction

The significant positive influence of perceived value on satisfaction ($t = 4.157$, $\beta = 0.415$, $p < 0.001$) reinforces the theoretical premise that satisfaction emerges when the perceived benefits of a purchase exceed or meet expectations



(Oliver, 2014). This effect is consistent across both physical and digital retail contexts, demonstrating that enhancing perceived value remains a key driver of satisfaction and long-term loyalty.

Mediating Role of Perceived Value

The results reveal that perceived value partially mediates the effect of both BOGO promotion ($t = 2.538$, $p = 0.011$) and social media strategy ($t = 3.733$, $p < 0.001$) on satisfaction. From a psychological perspective, this mediation reflects the cognitive evaluation process in which customers translate perceived gains into affective satisfaction. In marketing communication terms, BOGO directly conveys tangible value, whereas social media provides informational and experiential value that must be interpreted by the consumer before impacting satisfaction. This distinction underscores the need for marketers to integrate both tangible incentives and high-quality digital engagement to optimize satisfaction outcomes. International studies corroborate this pattern, suggesting that value perception consistently serves as a bridge between promotional tactics and customer satisfaction across cultural and market contexts (Al-Majali & Tarabieh, 2020; Yang et al., 2020).

CONCLUSION

The findings indicate that BOGO promotions directly and positively influence customer satisfaction, whereas social media strategies do not have a direct significant effect. Both BOGO offers and social media activities, however, enhance perceived value, which partially mediates their impact on satisfaction. This highlights that customers' perception of value serves as the primary channel through which these marketing initiatives affect satisfaction.

From a managerial perspective, cinema companies such as Cinema XXI are encouraged to optimize BOGO promotions and design social media campaigns that specifically enhance perceived value, thereby increasing enjoyment and fostering loyalty, particularly among university students interested in Islamic films. Theoretically, this study contributes to the understanding of marketing effectiveness in halal entertainment, emphasizing the mediating role of perceived value in linking promotional strategies to customer satisfaction.

This research is limited by its focus on a single cinema chain and university student audience, which may restrict generalizability. Future studies could examine broader demographic segments, other Islamic film markets, or compare different digital promotion strategies to strengthen insights into effective halal entertainment marketing.

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