ANALYSIS OF PERCEIVED BENEFIT OF VIDEO ON DEMAND SUBSCRIPTION

Rahmi [1], Amalia Nabila [2], Gusty Mutiara Medina [3]
[1] Universitas Negeri Jakarta, Jakarta, Indonesia
[2] Universitas Negeri Jakarta, Jakarta, Indonesia
[3] Universitas Negeri Jakarta, Jakarta, Indonesia

ARTICLE INFORMATION

ABSTRACT

This study examines the perceived benefits of Video on Demand (VoD) services through two main dimensions: perceived usefulness and perceived enjoyment. A cross-sectional questionnaire survey design was adopted in this study. An online version of the survey was developed using Google Forms, and a survey link was generated. The 244 respondents of this study are those who are familiar with Video on Demand products. Analysis methods included validity and reliability testing using SPSS version 26, as well as calculating the weighted average and scale range to assess the effectiveness of perceived benefits. The results indicate that both dimensions perceived usefulness and perceived enjoyment are categorized as 'effective,' with average scores of 4.14 and 3.98, respectively. The perceived usefulness dimension suggests that respondents find VoD valuable, especially due to the variety of available content, while the perceived enjoyment dimension shows that respondents find VoD reasonably enjoyable. This study provides insights for VoD industry players in Indonesia for developing marketing strategies, though it also acknowledges limitations such as the limited representativeness of the sample and the exclusion of external factors.

Corresponding Author:

Rahmi, Indonesia
Email-address : rahmi@unj.ac.id

INTRODUCTION

The increase in internet users and changes in consumer behavior due to the COVID-19 pandemic have driven the adoption of streaming services. The adoption of Video on Demand (VoD) services has accelerated due to the pandemic, which has compelled people to stay at home to prevent the spread of the virus. Watching movies in theaters became impossible, making watching various entertainment content one of the preferred activities at home. However, the often-monotonous television content started to feel boring for some people. Iman Brotoseno, the President Director of Indonesia's Public Broadcasting Institution (LPP) TVRI, stated that over the past three years, the number of television viewers in Indonesia has decreased by approximately 8% annually (Iswenda, 2024). Additionally, the scheduled broadcast times of conventional television felt less flexible for those who had to carry out activities simultaneously. This gap is what VoD services aim to fill. Over time there has been a decline in the number of television viewers in recent years. People are willing to allocate funds to subscribe to watch entertainment content that suits their preferences (Hadyan, 2020).

In the last five years, the VOD industry has experienced significant growth, particularly in Indonesia, where public interest in Video on Demand content has been increasing. In 2018, domestic VOD service providers generated US$25 million (Rp392.4 billion), and this figure reached a total of US$366 million (around Rp5.74 trillion) in 2023 (Fidinillah, 2024). Indonesia is also recognized as the country with the highest revenue growth in the VoD sector, achieving a 72% compound annual growth rate (CAGR).

A study conducted by Populix in 2022 showed that 74% of Indonesians use and enjoy VoD services (Putri, 2023). The same survey results indicate that VoD usage will continue and even increase in the future: about 54% of participants said they would continue to use it, and 43% said they would use it more frequently. The latest report on the market share of streaming services in Indonesia for the third quarter of 2023 was recently released by JustWatch (Khoirunnisa, 2023). According to the data, Netflix dominates with 24%, followed by Disney Hotstar (20%), and iFlix (16%).

Many people are still hesitant to subscribe to VoD services for several reasons. They often find the available content uninteresting or irrelevant. Additionally, they are reluctant to pay the subscription fees, and the existence of cheaper or free alternatives also plays a significant role (https://www.bbc.com/indonesia, 2022). Furthermore, the availability of pirated content distributed through social media and instant messaging applications also diminishes the public's intention to subscribe to VoD services (Mediana, 2022).

On the contrary, a survey conducted by Populix in 2022 revealed the reasons for subscribing to video streaming applications. The reasons include: the ability to watch content anytime (84%), a wide selection of movies (77%), seeking entertainment (74%), access to the latest films (68%), and a user-friendly platform (63%). Additionally, 47% of respondents mentioned that the subscription cost for VoD is

affordable, and 13% said they chose VoD because they are still reluctant to go to the cinema (Angelia, 2022). This indicates that the reasons for subscribing are largely related to the benefits of VoD.

Based on the background discussed, it is evident that the increasing adoption of Video on Demand (VoD) services is closely linked to shifting consumer preferences, particularly in the context of declining interest in traditional media such as television. The significant growth of the VoD industry in Indonesia, coupled with the public's willingness to subscribe to these services for their perceived benefits, highlights the importance of understanding the factors influencing this trend. Therefore, this research focuses on examining the perceived usefulness and perceived enjoyment of VoD services, as these aspects are crucial in explaining the growing inclination towards VoD. The selection of this research title is motivated by the need to provide deeper insights into consumer behavior and the drivers behind the rapid growth of the VoD industry, which can serve as valuable input for industry players in formulating effective marketing strategies.

LITERATURE REVIEW

Definition of Video on Demand

Video on Demand (VoD) is a service that allows users to select and watch video content anytime on demand, without being bound by traditional broadcast schedules. This service has become increasingly popular with the advancement of internet technology and digitization, enabling the distribution of audiovisual content through various online platforms. The idea of VoD is related with the distribution of video content which technique keeps all of the material accessible at all times. You may download it, rewind it, skip it, or pause it (Pereira & Tam, 2021).

According to a study by Budzinski, Gaenssle, & Lindstädt Dreusicke (2021), VoD refers to services that provide video content directly to consumers via the internet, encompassing subscription models like Netflix and Amazon Prime Video, as well as ad-supported services like YouTube. VoD services often offer exclusive and original content not available on other platforms, which is a major attraction for users.

Additionally, Lobato & Lotz (2021) categorizes VoD based on business models and types of content provided. For instance, SVOD (Subscription Video on Demand) services like Netflix and Disney+ rely on monthly subscription models, while AVOD (Advertising Video on Demand) services like YouTube generate revenue from ads displayed during video playback.

Further studies highlight that VoD also includes variations in the duration and type of content. Platforms like YouTube typically offer short-duration videos, whereas services like Netflix provide longer films and series (Lotz, Eklund, & Soroka, 2022). This allows users to choose content that fits their needs and preferences, whether for brief entertainment or more in-depth content consumption. Thus, VoD revolutionizes media consumption by giving users complete flexibility and control over what they watch and when they watch it, making it a crucial component of the modern media landscape.

Perceived Benefit

According to Value-based Adoption Model (VAM), individual customers prioritize maximizing value. Dodds and Monroe (1985) stated that perceived value is the benefit and sacrifice associated with "giving" and "receiving" things. Customers make an overall assessment of their products based on values and respond accordingly. 'Benefits' was categorised into usefulness and enjoyment (Yu, Seo, & Choi, 2019).

The analysis of perceived benefits in VoD services is derived from existing theories, particularly the Value Based Adoption Model (VAM), which prioritizes maximizing the value derived from the service. This model suggests that users evaluate the benefits against the associated tradeoffs when making subscription decisions. According to Doods and Manroe (1985), perceived value summarizes the benefits received and costs incurred, which guides the user's overall assessment.

This theory is also supported by the Technology Acceptance Model (TAM) theory from (Davis, 1989) which states that perceived usefulness plays an important role in predicting technology usage behavior. In the context of VOD, users who perceive great utility from the service are likely to utilize and maintain their subscription. This is particularly relevant as users generally seek to maximize their viewing experience, in line with findings from various studies that show a strong correlation between perceived usefulness and continued use of the service.

In addition, enjoyment as a significant factor influencing user satisfaction and continuance behavior has been well documented. Studies show that a positive emotional response to content significantly increases users' intention to continue using VOD services, thus reinforcing the idea that higher perceived enjoyment translates into increased engagement with the service.

In summary, the assessment indicators developed for the dimensions of perceived usefulness and perceived enjoyment provide a direct measurement of user satisfaction and its impact on continued use of VOD services, which is supported by a robust theoretical framework.

Perceived Usefulness

Perceived usefulness refers to an individual's belief that a specific system will improve their ability to accomplish their work (Davis, 1989). Alternatively said, this construct assesses whether people would think that the technology is helpful for the tasks that they desire to perform. According to the technology acceptance model (TAM), perceived usefulness of the technology and ease of use of the technology predict the usage of the technology (Davis, 1989).

Several studies, including that of Camilleri & Falzon (2020), have shown that intention to use VoD services are closely linked to high PU. Users who find the service useful are more likely to use it and to continue using it (Pereira & Tam, 2021).

This dimension contains five indicators from Alanzi (2022) that measure users' beliefs about the effectiveness and usefulness of VOD services, such as their ability to access content quickly, get relevant information, or enjoy diverse offerings. Each response is rated on a Likert scale, ranging from 1 to 5

where higher scores indicate stronger agreement with statements regarding service usability.

Perceived Enjoyment

Enjoyment has been proven to be create positive valence and form positive attitude of binge-watching (Song, Hu, & Mou, 2021). Several studies, including that of Pereira and Tam (2020), have shown that positive user satisfaction with VoD services is closely linked to high enjoyment. Perceived enjoyment has also been shown to influence the intention to continue using VoD services (Nuriska & Azizah, 2021).

This dimension measures the hedonic value associated with using VoD services through seven indicators (Alanzi, 2022). These indicators assess users' emotions and satisfaction when engaging with VoD content, encompassing aspects like pleasure, excitement, and enjoyment. The measurement employs a Likert scale, with higher scores indicating a greater sense of enjoyment experienced by the users.

RESEARCH METHODS

Questionnaire Design

A cross-sectional survey design was adopted in this study for collecting the data. The questionnaire focuses on perceived benefit of VoD subscription. The survey questionnaire has two parts. The first part is about participants' demographic information. The second part focuses on the 12 main survey questions includes two sections: perceived usefulness (five items) and perceived enjoyment (seven items). The constructs in this study were measured using the reliable and valid scales from prior literature (Song, Hu, & Mou, 2021; Dey & Srivastava, 2017; Wang, Yeh, & Liao, 2013). All the survey questions are answered using Likert scale ratings (on a scale of five).

Sampling and Participants

The sampling technique used by this research utilizes purposive sampling technique, which involves selecting individuals who are specifically familiar with Video on Demand (VOD) products. This technique is beneficial as it ensures that the sample consists of respondents who have relevant experience, thereby improving the quality of data collected regarding the perceived benefits of VOD subscriptions. By focusing on a specific group that meets the predefined criteria, this research aims to gather insights that are directly applicable and meaningful to the research objectives.

As the objective of this study is investigate the perceived benefits of VoD subscription, all individuals who are familiar with Video on Demand products will be included in this study. Sekaran & Bougie (2016) summarized Roscoe's (1975) findings, which indicated that most publications should have a sample size of between 30 and 500. The reference to a "sample size between 30 and 500" is based on the findings of Roscoe (1975), as summarized by Sekaran & Bougie (2016). These guidelines suggest that sample sizes in this range are generally ideal for reaching reliable and valid conclusions in social research. The rationale behind this range allows for diverse demographic representation while maintaining statistical power in data analysis, making it a well-supported guideline in behavioral research. We received 374

responses. After removing the incomplete or non-compliant responses, 244 responses were considered for the data analysis.

Data Analysis

Data analysis was conducted using SPSS version 26 software to test validity and reliability. Subsequently, to determine the effectiveness of perceived benefit of VoD, the weighted average and scale range were calculated (Chandra, Anggraini, & Hutabarat, 2022).

Calculating Weighted Average

The weighted average is calculated using the following formula:

$$X = \frac{\sum xi.fi}{N} \times 100\%$$

X = Weighted average

$\sum xi.fi$ = The sum of the multiplication of weights and frequencies

N = Number of respondents

Calculating Scale Range

The scale range is calculated using the following formula:

$$SR = \frac{R(weight)}{M}$$

R (weight) = Highest weight – Lowest weight

M = Number of weight categories

Then, a range of assessment scales is used to determine the position of the respondents' responses using the scores on each variable. In this study, the alternative weights formed through the ranking scale technique range from one (1) to five (5) which describe negative to positive positions. The scale range is calculated using the following formula Chandra et al. (2022).

The highest weight is taken from the maximum value range in the measurement scale, which is 5 for the response "Strongly Agree," while the lowest weight is taken from the minimum value range in the measurement scale, which is 1 for the response "Strongly Disagree." Using the formula above, the scale range is obtained as follows:

$$SR = \frac{(5-1)}{5} = 0,8$$

With a scale range of 0.8, the criteria for evaluating the perceived benefit are determined as Table 1. This research can be considered as two-tailed research. This classification is based on the objective to assess perceived benefits and perceived enjoyment without predicting the direction of a particular effect (e.g., whether one is significantly more influential than the other). In a two-sided test, the researcher tests the possibility of an effect in two directions, in accordance with the research objective to evaluate the benefits comprehensively without bias towards a single outcome.

Table 1. Decision Criteria Scale Range

Scale Range	Perceived Benefit Efectivity Criteria (A+SA)
1,00 < x ≤ 1,80	Very Ineffective
1,80 < x ≤ 2,60	Ineffective

2,61 < x ≤ 3,40	Quite Effective
3,40 < x ≤ 4,20	Effective
4,20 < x ≤ 5,00	Very Effective

Source: Chandra et al. (2022)

RESULTS AND DISCUSSION

Quantitative research is a systematic investigation that primarily focuses on quantifying relationships, behaviors, phenomena, or patterns through the collection and analysis of numerical data. A research approach that aims to measure the information and usually uses statistical analysis in some way is called quantitative research (Malhotra, 2019).

This study uses quantitative research methods to explore the perceived benefits of Video on Demand (VoD) services, specifically through the dimensions of perceived usefulness and perceived enjoyment. The results show that both dimensions are effective, with an average score of 4.14 for perceived usefulness and 3.98 for perceived enjoyment. These findings indicate that respondents view VoD services favorably in terms of their usability and enjoyment, thus establishing a significant correlation between service features and user satisfaction.

Based on data from 244 respondents, five characteristics were included in the study: gender, age, occupation, income level, and expenditure level. The categorization of respondents in this research aims to provide a clear understanding of the respondents as the study's subjects. The general overview of these study subjects is detailed one by one as follows. The results indicated that female respondents constituted 56.1% of the sample, 61.5% of the respondents were aged 17-20 years, university students accounted for 91.8% of the respondents, 80.3% had an income of less than Rp. 1,000,000, and 83.6% had a nominal expenditure of less than Rp. 1,000,000. The results of this study show significant demographic trends among VoD users in Indonesia, especially among young university students. This finding is in line with existing literature which suggests that younger audiences are more likely to adopt digital streaming services due to their familiarity with technology and digital content consumption. The high percentage of respondents with low income and expenditure suggests that affordability is an important factor influencing VoD subscription decisions. This insight can inform VoD service providers to consider pricing strategies that suit this demographic, potentially offering student discounts or tiered pricing models. In addition, the dominance of female users may encourage content creators to tailor their offerings to this demographic's preferences, thereby increasing user engagement and satisfaction.

Table 2. Respondents' Demography Information

Demographic Characteristics	N	Relative Frequency
Gender		
Male	107	43,9%
Female	137	56,1%
Age		
17-20 years	149	61,5%
21-24 years	84	34,4%
25-30 years	2	0,8%
>31 years	9	3,7%
Occupation		
Student	2	0,8%
College student	224	91,8%
Civil servant	7	2,9%
Private employees	6	2,5%
Entrepreneur	2	0,8%
Others	3	1,2%
Income Level		
< Rp. 1.000.000	196	80,3%
Rp. 1.000.001 - Rp. 5.000.000	37	15,2%
Rp. 5.000.001 – Rp. 10.000.000	7	2,9%
Above Rp. 10.000.000	4	1,6%
Expenditure Level		
< Rp. 1.000.000	204	83,6%
Rp. 1.000.001 - Rp. 5.000.000	34	13,9%
Rp. 5.000.001 – Rp. 10.000.000	5	2%
Above Rp. 10.000.000	1	0,4%

Source: Data processed by researchers (2024)

Validity & Reliability Test

After processing the data using SPSS 26 software, it can be seen that all R counts obtained are always more than the 5% significant level with r table 0.125 and are declared valid. While in the reliability test, the Cronbach's alpha values for the two dimensions are more than 0.6, so the twelve research instruments are said to be reliable or trustworthy.

Table 3. Validity Test

Dimensions	Item	N	R Count	R Table	Description
Perceived Usefulness	Item 1	244	0,850	0,125	Valid
	Item 2	244	0,868	0,125	Valid
	Item 3	244	0,888	0,125	Valid
	Item 4	244	0,850	0,125	Valid
	Item 5	244	0,840	0,125	Valid
Perceived Enjoyment	Item 1	244	0,855	0,125	Valid
	Item 2	244	0,844	0,125	Valid
	Item 3	244	0,897	0,125	Valid
	Item 4	244	0,832	0,125	Valid
	Item 5	244	0,849	0,125	Valid
	Item 6	244	0,866	0,125	Valid
	Item 7	244	0,863	0,125	Valid

Source: Data processed by researchers (2024)

Table 4. Reliability Test

Dimensions	N	Alpha value	Cronbach's alpha	Description
Perceived Usefulness	244	0,913	> 0,60	Reliable
Perceived Enjoyment	244	0,940	> 0,60	Reliable

Source: Data processed by researchers (2024)

Descriptive Analysis

The effectiveness of perceived benefits is evaluated through two dimensions: perceived usefulness, which reflects utilitarian value, and perceived enjoyment, which reflects hedonic value. These dimensions are assessed using 12 statements provided to respondents via a questionnaire.

Perceived Usefulness Dimension

Based on the data, the frequency level of each statement identifying the Perceived Usefulness Dimension is determined. The value of each frequency is then calculated to determine the decision position of the dimension.

The next step involves calculating the average score to assess the effectiveness level of the Perceived Usefulness Dimension. The overall average score for this dimension is 4,14. Based on the average score of 4.14 for the Perceived Usefulness Dimension, it falls into the "effective" category. Indicators in this dimension, such as "VoD service provides a variety of movies/shows" scored the highest (4.24), which relates to the idea that greater variety increases user satisfaction (Davis, 1989). The strong correlation between perceived

usefulness and user engagement supports certain Technology Acceptance Model (TAM) theories that ease of access to information increases perceived usefulness.

The correlation between the impact of variables on management is that management strategies should focus

on increasing the variety and quality of content provided, as this directly correlates with user satisfaction. Applying user feedback to curate the

most desired genres will strengthen the perception of usability.

In this case there is also an impact between the variables on academia, namely academically, the strong correlation between perceived usefulness and intended use provides a basis for further research in technology acceptance theory. This suggests that the existing literature on perceived value can be extended through case studies in digital media consumption.

Table 5. Perceived Usefulness Score

Attribute	Weight	Frequency				
		X1	X2	X3	X4	X5
Strongly Agree	5	89	77	89	105	70
Agree	4	103	103	100	97	104
Undecided	3	49	56	52	40	65
Disagree	2	2	6	1	1	3
Strongly Disagree	1	1	2	2	1	2

Source: Data processed by researchers (2024)

$$X1 \frac{(1x1) + (2x2) + (3x49) + (4x103) + (5x89)}{244} = 4,13$$

$$X2 \frac{(1x2) + (2x6) + (3x56) + (4x103) + (5x77)}{244} = 4,01$$

$$X3 \frac{(1x2) + (2x1) + (3x52) + (4x100) + (5x89)}{244} = 4,11$$

$$X4 \frac{(1x1) + (2x1) + (3x40) + (4x97) + (5x105)}{244} = 4,24$$

$$X5 \frac{(1x2) + (2x3) + (3x65) + (4x104) + (5x70)}{244} = 4,21$$

$$X_{Total=} \frac{4,13 + 4,01 + 4,11 + 4,24 + 4,21}{5} = 4,14$$

Perceived Enjoyment Dimension

Based on the data, the frequency level of each statement identifying the Perceived Enjoyment Dimension is determined. The value of each frequency is then calculated to determine the decision position of the dimension.

The next step involves calculating the average score to assess the effectiveness level of the Perceived Enjoyment Dimension. The overall average score for this dimension is 3,98. Based on the average score of 3.98 for the Perceived Enjoyment Dimension, it is categorized as "effective". The average score of 3.98 indicates effective enjoyment,

which comes from the VoD experience.The indicators showing Pleasure (4.28) and Excitement (4.14) are connected to the hedonic consumption theory, where enjoyment plays an important role in customer retention (Song et al., 2021). This is in line with the finding that a positive emotional response is essential for continued service use.

There is a variable impact on management in that encouraging features that enhance the viewing experience, such as interactive content or gamification, can increase perceived enjoyment leading to higher retention rates. Training staff on customer engagement can also improve user experience.

As for the correlation of the impact of the variables on Academia, the findings showing enjoyment as a significant factor for VoD retention may encourage academic discussions on hedonic motivations in technology adoption. Future studies can explore the psychological impact of enjoyment on long-term subscription behavior.

Table 6. Perceived Enjoyment Score

Attribute	Weight	Frequency						
		X1	X2	X3	X4	X5	X6	X7
Strongly Agree	5	82	91	89	60	55	55	72
Agree	4	110	101	108	101	95	108	111
Undecided	3	47	49	43	73	73	68	55
Disagree	2	2	0	1	8	12	8	3
Strongly Disagree	1	3	3	3	2	9	5	3

Source: Data processed by researchers (2024)

$$X1 \frac{(1x3) + (2x2) + (3x47) + (4x110) + (5x82)}{244} = 4,09$$

$$X2 \frac{(1x3) + (2x0) + (3x49) + (4x101) + (5x91)}{244} = 4,28$$

$$X3 \frac{(1x3) + (2x1) + (3x43) + (4x108) + (5x89)}{244} = 4,14$$

$$X4 \frac{(1x2) + (2x8) + (3x73) + (4x101) + (5x60)}{244} = 3,85$$

$$X5 \frac{(1x9) + (2x12) + (3x73) + (4x95) + (5x55)}{244} = 3,71$$

$$X6 \frac{(1x5) + (2x8) + (3x68) + (4x108) + (5x55)}{244} = 3,81$$

$$X7 \frac{(1x3) + (2x3) + (3x55) + (4x111) + (5x72)}{244} = 4,00$$

$$X_{Total=} \frac{4,09 + 4,28 + 4,14 + 3,85 + 3,71 + 3,81 + 4,00}{7} = 3,98$$

Perceived Benefits Rate

Once the results for each dimension have been obtained, the average

Perceived Benefits Rate value is calculated. This involves summing the values of the two dimensions and then averaging them to determine the Perceived Benefits Rate. The overall scores for the two dimensions are presented in the table below. The calculations for the two dimensions are as follows. Based on the above

CONCLUSION

The conclusion of this study indicates that the dimensions of perceived usefulness and perceived enjoyment in this research are categorized as "effective." This is demonstrated by the scores of 4.14 for perceived usefulness and 3.98 for perceived enjoyment, both of which fall into the "effective" category.

The perceived usefulness dimension indicates that respondents find VoD beneficial, particularly due to the variety of movies and shows available. On the other hand, the perceived enjoyment dimension suggests that respondents find VoD reasonably enjoyable. Both dimensions are considered effective in shaping the perception that VoD offers good perceived benefits.

The study shows that perceived usefulness (X1), with a score of 4.14, highlights that respondents value VoD services for their variety of movies and shows. For management, this indicates the importance of maintaining and enhancing the content library to align with consumer preferences. Managers can leverage this data to improve content curation strategies and focus on offering diverse, high-quality entertainment to maximize user satisfaction and retention.

With a score of 3.98, perceived

calculations, the result of the Perceived Benefits Rate value is 4.06, which if entered the rating scale is included in the effective category.

$$X_{Total=} \frac{3,98 + 4,14}{2}$$
$$= 4,06$$

enjoyment (X2) reflects that respondents find VoD reasonably enjoyable. This suggests that management should invest in creating an engaging user experience, including interactive features, personalized recommendations, and appealing user interfaces. Increasing hedonic value can differentiate VoD platforms in a competitive market.

The perceived usefulness dimension indicates that VoD services offer practical benefits, such as convenience and a wide selection of content. Academically, this variable provides insights into consumer behavior theories, particularly in understanding how utilitarian value drives technology adoption. Researchers can explore how these findings extend to other digital services or compare them across different demographics.

The perceived enjoyment dimension adds to the academic understanding of hedonic motivation in technology usage. The findings support the idea that emotional satisfaction plays a critical role in the adoption of entertainment platforms. Future academic research could delve into how enjoyment levels vary with content type, cultural preferences, or technological advancements.

Limitations of this study include the fact that it involved 224 respondents who are college students which may

not fully represent the entire population of VoD users in Indonesia. Additionally, the study did not account for external factors that might influence the decision to subscribe to VoD, such as the availability of stable internet or the type of devices used.

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APPENDIX

Perceived Usefulness

Item	Mean Rating
VoD service allows me to access movies/shows faster	4,13
VoD services increase my appreciation of movies/shows	4,01
VoD services make it easier for me to get information about movies/shows	4,11
VoD services provide a variety of movies/shows	4,24
Overall, I find VoD services useful	4,21

Perceived Enjoyment

Item	Mean Rating
VoD service is fun	4,09
VoD service is entertaining	4,28
VoD service is exciting	4,14
Watching VoD is a great experience	3,85
Compared to doing other things, watching VoD is very enjoyable	3,71
When watching VoD, I feel excited	3,81
Watching VoD makes me happy	4,00