

# Analisis Faktor Push, Pull, dan Mooring yang Mempengaruhi Niat Beralih Pengguna dari Akun Gratis ke Akun Premium pada Aplikasi Subscription Video-on-Demand di Indonesia = Analysis of Push, Pull, and Mooring Factors Affecting User's Switching Intention from Free to Premium Account on Subscription Video-on-Demand Applications in Indonesia

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## Abstrak

Adanya pandemi COVID-19 memberikan dampak terhadap peningkatan penggunaan pada beberapa layanan digital, salah satunya adalah aplikasi SVoD. Salah satu pricing model yang mulai banyak digunakan oleh industri SVoD adalah freemium model, di mana pengguna dapat menonton dengan dua pilihan akun, yaitu melalui akun gratis atau akun premium. Penelitian ini bertujuan untuk mengidentifikasi faktor push, pull, dan mooring yang memengaruhi switching intention dari free-to-fee user pada aplikasi Subscription Video on Demand di Indonesia. Teori yang digunakan pada penelitian ini adalah teori Push-Pull-Mooring (PPM) sebagai teori yang banyak digunakan pada penelitian terkait switching intention. Penelitian ini memiliki 475 responden valid yang pernah berlangganan akun premium setidaknya sekali pada aplikasi SVoD. Analisis data dilakukan dengan menggunakan metode Covarianced-based Structural Equation Model dan menggunakan bantuan program AMOS 26. Hasil penelitian ini menunjukkan bahwa intrusiveness of advertising dan limited content tidak berpengaruh terhadap switching intention. Sementara itu, premium attractiveness of utilitarian benefits, premium attractiveness of hedonic benefits, price value, switching cost, peer influence, dan habit berpengaruh terhadap switching intention. Pada faktor moderasi, hanya hubungan premium attractiveness of utilitarian benefits dan price value dengan switching intention yang dimoderasi oleh variabel habit. Berdasarkan hal tersebut, penelitian ini diharapkan dapat memberikan kontribusi bagi perusahaan penyedia layanan SVoD untuk mengevaluasi layanan mereka sehingga semakin banyak pengguna yang beralih dari akun gratis ke akun premium.

.....The COVID-19 pandemic was increasing some of digital services usage, one of them is the SVoD application. One of the pricing models that the SVoD industry has started to use is the freemium model, where users can watch with two choices of accounts, a free account or a premium account. This study aims to identify the push, pull, and mooring factors that influence the switching intention from free-to-fee users in the Subscription Video on Demand application in Indonesia. The theory used in this study is the theory of Push-Pull-Mooring (PPM) as a theory that is widely used in research related to switching intention. This study has 475 valid respondents who have subscribed to a premium account at least once on the SVoD application. The data were analyzed using the Covarianced-based Structural Equation Model method and using the AMOS 26 program. This study indicates that the intrusiveness of advertising and limited content has no effect on user's switching intention. Meanwhile, premium attractiveness of utilitarian benefits, premium attractiveness of hedonic benefits, price value, switching costs, peer influence, and habit have an effect on user's switching intention. On the moderating factor, only the premium attractiveness of utilitarian benefits and price value with switching intention is moderated by the habit variable. Based on this result, this research is expected to contribute to SVoD service provider companies to evaluate their services so they

can gain more users to switch from free accounts to premium accounts