

Understanding The Drivers of Consumers Intention to Use and Recommending Behavior: A Study of Over-the-Top Video Streaming Services Using UTAUT2 Model = Memahami Pendorong Niat Konsumen untuk Menggunakan dan Perilaku Merekomendasikan: Studi tentang Layanan Streaming Video Over-the-Top Menggunakan Model UTAUT2

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Abstrak

Kejadian pandemi COVID-19 telah mengubah perilaku konsumen dalam hal konsumsi hiburan. Munculnya layanan Over-the-Top video streaming services (OTT) telah meningkatkan kenyamanan dalam akses konsumen terhadap hiburan berupa film dan serial. Hal ini menyebabkan munculnya persaingan dalam industri layanan OTT video streaming services, dan oleh karena itu perusahaan-perusahaan perlu memahami perilaku konsumen, faktor pendorong penggunaan, dan faktor pendorong rekomendasi untuk dapat bersaing. Penelitian ini menginvestigasi faktor-faktor yang mempengaruhi niat perilaku konsumen dalam menggunakan dan merekomendasikan OTT video streaming services. Variabel-variabel model UTAUT2, content availability, involvement & interest, personalization, dan attitude towards piracy dieksplorasi dalam penelitian ini. Penelitian ini menggunakan perangkat lunak SmartPLS 4 dan SPSS 26 untuk analisis data, di mana data dikumpulkan melalui distribusi kuesioner kepada 308 responden. Partial Least Squares-Structural Equation Modeling (PLS-SEM) digunakan sebagai metode analisis data oleh peneliti untuk memperoleh informasi mengenai hubungan antar konstruk. Hasil penelitian menunjukkan bahwa habit, involvement & interest, serta hedonic motivation secara signifikan berpengaruh positif terhadap behavioral intention. Namun, variabel seperti performance expectancy, effort expectancy, social influence, facilitating conditions, price value, dan content availability tidak berpengaruh signifikan terhadap behavioral intention. Personalization dan behavioral intention to use ditemukan berpengaruh positif terhadap consumers behavioral intention to recommend. Studi ini menyarankan implikasi bagi OTT video streaming services, badan regulator, dan pihak lainnya untuk meningkatkan kinerja terkait isu-isu yang relevan.

.....The occurrence of COVID-19 pandemic has altered consumer behavior in terms of entertainment consumption. Emergence of Over-the-Top video streaming services (OTT) resulted in enhanced convenience in consumers' access to motion picture entertainment. This led to the rise of competition within the industry of OTT video streaming services, and therefore the urgency for companies to gain knowledge on consumer behavior, drivers of use, and recommending drivers in order to compete. This research investigates the factors influencing consumers' behavioral intention to use and recommend OTT video streaming services. The UTAUT2 model variables, content availability, involvement and interest, personalization, and attitude towards piracy are examined. This research utilized SmartPLS 4 and SPSS 26 software for data analysis, in which the data were collected through questionnaire distribution to 308 respondents. Partial Least Squares-Structural Equation Modeling (PLS-SEM) was the method of data analysis used by the researcher to access information about relationships between constructs. The findings reveal that habit, involvement & interest, and hedonic motivation positively significantly affect behavioral intention to use. However, variables like performance expectancy, effort expectancy, social influence,

facilitating conditions, price value, and content availability do not significantly impact behavioral intention. Personalization and behavioral intention to use were found to positively influence behavioral intention to recommend. The study suggests implications for OTT video streaming services, regulatory bodies, and other parties to improve performance regarding relevant issues.