

Penggunaan Technology Acceptance Model (TAM) untuk Menganalisis Intention of Engagement dan Brand Attitude pada Platform Video Streaming (Studi Gamifikasi pada Pengguna Vidio Arcade) = The Use of Technology Acceptance Model (TAM) to Analyze the Intention of Engagement and Brand Attitude on Video Streaming Platform (The Gamification Case of Vidio Arcade Users)

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Abstrak

Kehadiran fitur gamifikasi dalam suatu platform memainkan peran krusial dalam meningkatkan keterlibatan pengguna. Gamifikasi telah menunjukkan kemampuannya untuk memupuk niat berinteraksi dan membentuk sikap merek yang positif di antara pengguna. Penulis ingin membuktikan hal tersebut khusus di pasar media streaming video on demand (SVoD) Indonesia yang tumbuh dari pasar media, di mana secara global sedang mengalami lonjakan angka pemasukan pada platform streaming digital. Penelitian ini pun memanfaatkan perluasan model Technology Acceptance Model (TAM), yang mencakup dimensi perceived usefulness, perceived ease of use, perceived social influence, dan perceived enjoyment, untuk mengukur sejauh mana penerimaan pengguna terhadap gamifikasi dan bagaimana gamifikasi tersebut berdampak pada intention of engagement dan brand attitude pengguna. Penelitian ini menggunakan pendekatan kuantitatif melalui penyebaran kuesioner menggunakan teknik purposive sampling terhadap pengguna Vidio Arcade di aplikasi Vidio. Data yang diperoleh dari penelitian ini sejumlah 121 responden dan dianalisis menggunakan analisis data SEM-PLS (Structural Equation Modelling – Partial Least Square) menggunakan aplikasi SmartPLS 4. Hasil dari penelitian ini menunjukkan bahwa brand attitude dipengaruhi oleh dimensi perceived usefulness dan variabel intention of engagement, kemudian intention of engagement dipengaruhi oleh dimensi perceived social influence dan perceived enjoyment. Dimensi perceived ease of use menjadi prediktor terlemah terhadap variabel brand attitude dan intention of engagement, diikuti oleh dimensi perceived usefulness yang tidak memengaruhi intention of engagement, serta dimensi perceived social influence dan perceived enjoyment yang tidak memengaruhi brand attitude pengguna.

.....The presence of gamification features in a technology platform plays a crucial role in increasing user engagement. Gamification has demonstrated its ability to foster engagement intentions and shape positive brand attitudes among users. This study aims to prove this case specifically in the Indonesian streaming video on demand (SVoD) which is growing from the media market, where globally there is a surge in revenue figures on digital streaming platforms. This research utilizes an extension of the Technology Acceptance Model (TAM), which includes the dimensions of perceived usefulness, perceived ease of use, perceived social influence, and perceived enjoyment, to measure the extent of user acceptance of gamification and how gamification impacts on intention of engagement and brand user attitude. This research uses a quantitative approach by distributing questionnaires using purposive sampling techniques to Vidio Arcade users. The data obtained from this research was 121 respondents and analyzed using SEM-PLS (Structural Equation Modeling - Partial Least Square) data analysis. Data processing uses the SmartPLS 4 application. The results of this research show that brand attitude is influenced by the dimensions of perceived usefulness and the intention of engagement variable, then the intention of engagement is

influenced by the dimensions of perceived social influence and perceived enjoyment. The perceived ease of use dimension is the weakest predictor of the brand attitude and intention of engagement variables, followed by the perceived usefulness dimension which does not influence the intention of engagement, as well as perceived social influence and perceived enjoyment dimensions which do not influence the user's brand attitude.