

Pengaruh Video Content Availability Terhadap Word-of-Mouth Intention Platform Over-the-Top (OTT) Pada Layanan Netflix: Peran Mediasi Perceived Enjoyment, Affective Commitment, dan Habit = The Influence of Video Content Availability on Word-of-Mouth Intention of Over the Top (OTT) Platform on Netflix Service: The Mediating Role of Perceived Enjoyment, Affective Commitment, and Habit

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Abstrak

Penelitian ini menganalisis pengaruh dari video content availability pada platform Over-the-Top (OTT) Netflix terhadap word-of-mouth (WOM) intention penggunaannya melalui mediasi perceived enjoyment, affective commitment, dan habit dengan menerapkan kerangka kerja Stimulus-Organism-Response (SOR). Responden penelitian ini adalah pelanggan Netflix di Indonesia. Jumlah data responden yang terkumpul pada penelitian ini adalah sebesar 255 responden. Data responden penelitian dianalisis melalui metode Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil dari penelitian menghasilkan temuan dimana video content availability dari platform Netflix memiliki pengaruh signifikan terhadap perceived enjoyment dan habit. Kemudian, perceived enjoyment dari platform Netflix ditemukan memiliki pengaruh signifikan terhadap habit, affective commitment, dan word-of-mouth intention. Affective commitment dan habit dari platform Netflix juga ditemukan memiliki pengaruh signifikan terhadap word-of-mouth intention. Selain melalui mediasi, video content availability juga memiliki pengaruh signifikan secara langsung terhadap word-of-mouth intention pengguna.

.....This study analyzes the influence of video content availability on the over-the-top (OTT) platform Netflix toward users' word-of-mouth (WOM) intention through the mediation of perceived enjoyment, affective commitment, and habit through the Stimulus-Organism-Response (SOR) framework. The respondents of this study are Netflix customers in Indonesia. The total number of respondent data collected in this study is 255 respondents. The respondent data were analyzed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method. The results of the study produced findings where video content availability on the Netflix platform has a significant influence on perceived enjoyment and habit. Furthermore, perceived enjoyment on the Netflix platform was found to have a significant influence on habit, affective commitment, and word-of-mouth intention. Affective commitment and habit on the Netflix platform were also found to have a significant influence on word-of-mouth intention. Not only through mediation, video content availability also has a direct significance impact towards users' word-of-mouth intention.