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Analysis of Factors That Influence Intention to Subscribe On Demand Video Applications in Jabodetabek

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ABSTRACT:
This study aims to determine the effect of brand image, E-WOM, perceived ease of use, perceived usefulness, perceived value, perceived price, and perceived quality on intention to subscribe of video on demand applications in Jabodetabek. The sampling method used was purposive sampling with criteria including domicile in the Jabodetabek area and general consumers who want to use the Disney+ Hotstar streaming application. The number of samples in this study was 284 respondents. The analysis method uses SEM (Structural Equation Modeling) using AMOS software. The research results show that brand image, perceived ease of use, perceived usefulness, and perceived value have a positive and significant relationship with intention to subscribe. However, E-WOM does not have a significant relationship with intention to subscribe to video on demand applications in Jabodetabek.

Keywords: Intention to Subscribe, Brand Image, E-WOM, Perceived Ease of Use, Perceived Usefulness, Perceived Value, Perceived Price, Perceived Quality

BACKGROUND

Nowadays, technology has become one of the things that cannot be separated from the lives of most people in the world, including Indonesian people. With the development of this technology, the rapid growth of the Internet and also the number of internet users in Indonesia has also followed. According to Kemp (2022), he explained that the number of internet users in Indonesia as of January 2022 reached 204.7 million out of Indonesia's population of 277.7 million, which means that around 73.7 percent of Indonesian citizens have used the internet.

Currently several platforms are streaming OTT in Indonesia such as: iQiyi, WeTV, Viu, Mola, Netflix, Disney+ Hotstar, Vidio, and various platforms streaming other. One of the platforms streaming what's popular lately is Disney+ Hotstar. Disney+ Hotstar is a service video on demand that originates from India and is owned by Star India, which is a subsidiary of Walt Disney India. Service video on demand it was initially launched in 2015 under the name Hotstar, and was later acquired by Disney+ in April 2020 (Janna & HERIANTO, 2021).

The number of Disney+ Hotstar subscribers in Indonesia as of January 2021 reached 2.5 million subscribers (Pertiwi, 2021). However, based on data quoted from Populix in (Angelia, 2022), it shows that in 2022 the favorite video streaming application of Indonesian people will be held by Netflix with a gain of 69 percent. Disney+ Hotstar is in second place with a difference of 7 percent from Netflix with 62 percent. YouTube is in third place with a percentage of 52 percent, then there is Viu with a percentage of 36 percent. Below Viu is Vidio with a percentage of 25 percent which is quite a small difference from WeTV at 24 percent and is followed by other streaming applications which have a lower percentage level.

Factors that influence intention to subscribe are brand image and E-WOM (Jenita, 2021). Other factors that influence intention to subscribe are perceived ease of use and perceived price (Listiansyah, 2022). Disney+ Hotstar provides many features that can make it easier for customers to use the application. Available features include subtitles, available content that can be downloaded, and there is also a kids safe feature that can be used to filter content that is suitable for children to watch (Hadyan, 2020). Disney+ Hotstar also collaborates with Telkomsel to release a special Disney+ Hotstar package. So, especially for Telkomsel users, you can directly subscribe to Disney+ Hotstar via the MyTelkomsel application (Librianty, 2020). Apart from that, another factor that also influences the intention to subscribe is perceived value (Hsiao & Chen, 2017). Disney+ Hotstar menyajikan konten-konten *original* dari Walt Disney dan juga dari Marvel, Star Wars, hingga National Geographic.

THEORETICAL FRAMEWORK

Intention to Subscribe

Willingness to subscribe is a consumer's desire to subscribe to a product or service to have continuous access (Nagaraj et al., 2021). According to Belch and Belch (2004) purchase intention is an option to buy a brand and generally corresponds to the pattern of purchases with their characteristics or with brand attributes that consumers can choose. Willingness to subscribe is that consumers are most happy to buy a product with good quality, exclusive value, or expertise to meet more necessary needs, although consumers also tend to evaluate a product or service using price as an indicator (Auditya & Hidayat, 2021).

Brand Image

Brand image can be interpreted as a way of using brands by consumers to reflect the meaning of their consumption and symbolic identity in self-expression (Lau & Phau, 2007). Brand Image is a set of brand perceptions depicted by associations that exist in an individual's mind. Brand image is the combined result of tangible and intangible brand associations (Cretu & Brodie, 2007). Brand image is the perception that consumers have about a brand. Brand trust developed by customers can influence the position of each brand according to its own attributes (Khalisa & Kesuma, 2018).

E-WOM

Electronic Word of Mouth (E-WOM) is an attempt to transfer opinions (for example about a company's products and services) on the internet or other social media from one person to another (Syahrivar & Ichlas, 2018). Another understanding comes from Napawut et al., (2022) says that E-WOM leads to a type of communication that has evolved from face-to-face communication to a word-of-mouth electronic community aided by the internet. (Hennig-

Thurau et al., (2004) define E-WOM as any opinion made by a prospective, actual, or former customer regarding a product or company, which is available to other people and institutions via the internet.

Perceived Ease of Use

According to Davis (1989) perceived ease of use is how easy users find it to use a particular technology, including accessing sites web, internet functions, and interface web. Meanwhile, according to Verrisimo (2016) perceived ease of use refers to a person's level of confidence that the technology is easy to use and understand. Perceived ease of use refers to how easily users believe they can use e-government without too much effort. If the system is perceived as easy to use, people will be more interested in learning about its features and will be more likely to want to continue using it (Hamid et al., 2016).

Perceived Usefulness

According to Teo and Noyes (2011) perceived usefulness is defined as the extent to which a person's belief in the use of certain technology can improve their work performance. Olaleye et al., (2018) define perceived usefulness as the extent to which target consumers believe that significant results for them are obtained from the use of a particular technology. Research shows that the rate of perceived usefulness high performance is often followed by a positive performance relationship (Zhang & Tran, 2009).

Perceived Value

Chang and Wang (2011) argue that perceived customer value is how consumers perceive the benefits obtained from the shopping process online, after considering a trade-off between relevant benefits and sacrifices that must be incurred, which is an objective evaluation of consumers' personal cognition of the net benefits obtained. According to Grönroos and Voima (2013) consumer perceived value in experiential consumption refers to the value that consumers place on an experience based on their personal involvement and participation in the experience. In addition, according to Chua and Banerjee (2015) customer perceived value is an assessment of an overall product or service based on some kind of trade-off between perceived acquisition and payment.

Perceived Price

Perceived price is the level of monetary price perceived by someone for a product or service from a vendor, compared with the price offered by other vendors for the same product or service (Kim et al., 2012). Another definition comes from Bei and Chiao (2001) who argue that price perception from the customer's point of view is the price they pay in exchange for the goods they buy or the services they use. According to Han and Hyun (2015) perceived price can be interpreted as a customer's subjective view of the suitability of the price of a product or service compared to competitors' prices.

Perceived Quality

Perceived Quality is a place where the product's meaning, form, sensory properties and use relate to human experience. It is the interaction between product quality and its context that drives such experiences (Stylidis et al., 2020). Meanwhile, Aaker (2009) defines perceived quality as a consumer response regarding the overall quality of a product or service in relation to its intended purpose. Snoj et al., (2004) argue that perceived quality is a consumer's assessment of a service in which there is overall superiority.
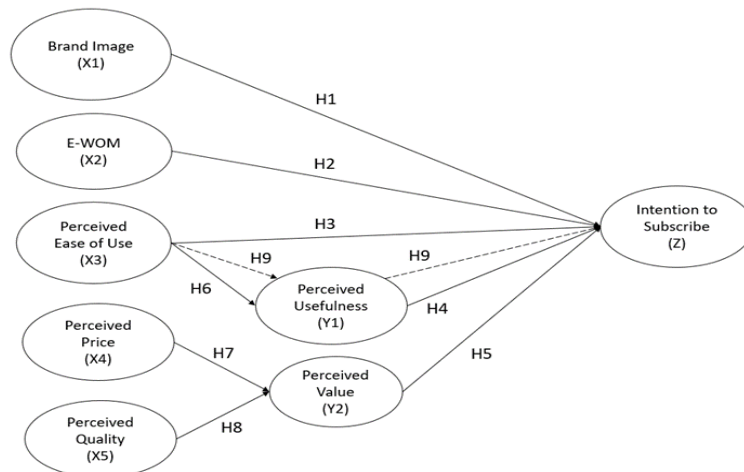
Figure 1. Research Theoretical Framework
Source: Data processed by Researchers (2023)

Research Hypothesis

Based on the explanation of the theoretical framework above, the hypothesis in this study can be shown as follows:
H_1: Brand image has a positive and significant effect on intention to subscribe.
H_2: E-WOM has a positive and significant effect on intention to subscribe.
H_3: Perceived ease of use has a positive and significant effect on intention to subscribe.
H_4: Perceived usefulness has a positive and significant effect on intention to subscribe.
H_5: Perceived value has a positive and significant effect on intention to subscribe.
H_6: Perceived ease of use has a positive and significant effect on perceived usefulness.
H_7: Perceived price has a positive and significant effect on perceived value.
H_8: Perceived quality has a positive and significant effect on perceived value.
H_9: Perceived ease of use has a positive and significant effect on intention to subscribe mediated by perceived usefulness.

METHOD
Place and Time of Research

This research will be carried out in the Jabodetabek area by examining consumers who want to use the application streaming Disney+ Hotstar. The research will be carried out from June 2023 to December 2023.

Resarch Design

This study uses a quantitative methods. Mappasere and Suyuti (2019, p. 54) quantitative research methods are defined as research methods based on the philosophy of positivism which are used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

Population and Sample

Silaen (2013, p. 87) believes that a population is the totality of objects or individuals who have certain characteristics (traits) to be studied. In this research, the population is residents of Jabodetabek.

Samples received from the population must have characteristics that can represent. The sampling method used in this research is purposive sampling. The criteria are general consumers who want to use the Disney+ Hotstar streaming application.

Data Collection Technique

In this study, researchers used primary data. The data collection procedure is that researchers distribute electronic questionnaires through the Google Form. Answers are made using a Likert-type scale based on the aspects measured for each variable. The answer options consist of six answer preferences from strongly disagree to strongly agree.

RESULT
Validity Test

In this research, to calculate the validity test using the SPSS application we will later see the results of the factor loading calculation. If it shows results that are higher than 0.3, then the statement is considered valid (Sugiyono, 2019).

a. **Brand Image,** has seven statements distributed to respondents, all of these statements were declared valid

Table 1. Brand Image Validity Test

No	Code	Indicator	Factor loading
1	BI1	The Disney+ Hotstar brand is trusted	0,790
2	BI2	The Disney+ Hotstar brand is interesting	0,715
3	BI3	This Disney+ Hotstar brand is fun	0,718
4	BI4	Disney+ Hotstar has a pretty good reputation	0,535
5	BI5	The Disney+ Hotstar brand has a huge impact	0,775
6	BI6	The Disney+ Hotstar app has a different image compared to other streaming apps	0,904
7	BI7	The Disney+ Hotstar app increased my interest in subscribing to the app	0,544

Source: Data processed by Researchers (2023)

b. E-WOM, has six statements distributed to respondents, all of these statements were declared valid

Table 2. E-WOM Validity Test

No	Code	Indicator	Factor loading
1	EW1	I will post this Disney+ Hotstar application on social media	0,918
2	EW2	I will comment on the Disney+ Hotstar application on social media	0,879
3	EW3	I would recommend this Disney+ Hotstar app on social media	0,832
4	EW4	The E-WOM (public talk) regarding the Disney+ Hotstar app was very helpful to me	0,678
5	EW5	Online reviews and comments regarding the Disney+ Hotstar app influenced my choice	0,823
6	EW6	Recommendations regarding movies on the Disney+ Hotstar app will increase my interest in finding out more	0,781

Source: Data processed by Researchers (2023)

c. Perceived Ease of Use, has six statements distributed to respondents, all of these statements were declared valid

Table 3. Perceived Ease of Use Validity Test

No	Code	Indicator	Factor loading
1	PE1	The Disney+ Hotstar application system is easy to understand	0,733
2	PE2	Interacting with the Disney+ Hotstar application does not require excessive effort	0,576
3	PE3	I found the Disney+ Hotstar app easy to use	0,718
4	PE4	I found it easy to access the Disney+ Hotstar app	0,691
5	PE5	There are clear instructions and navigation for watching shows on the Disney+ Hotstar app	0,705
6	PE6	Using the Disney+ Hotstar app will be easy for me to learn	0,673

Source: Data processed by Reasearchers (2023)

d. Perceived Usefulness, has six statements distributed to respondents, all of these statements were declared valid

Table 4. Perceived Usefulness Validity Test

No	Code	Indicator	Factor loading
1	PU1	Using the Disney+ Hotstar application to watch films makes watching activities easier	0,650
2	PU2	Using the Disney+ Hotstar app to watch movies is useful for me	0,716
3	PU3	Using the Disney+ Hotstar app helps me access movies faster	0,731
4	PU4	Using the Disney+ Hotstar application makes watching movies more efficient	0,752

| 5 | PU5 | The Disney+ Hotstar application helps me find films more easily | 0,650 |
| 6 | PU6 | Disney+ Hotstar app increases my effectiveness in watching movies | 0,732 |

Source: Data processed by Researchers (2023)

e. Perceived Value, has six statements distributed to respondents, all of these statements were declared valid

Table 5. Perceived Value Validity Test

No	Code	Indicator	Factor loading
1	PV1	Compared to the fees I have to pay, using the Disney+ Hotstar app service offers value for money	0,754
2	PV2	Compared to the effort I have to make, using the Disney+ Hotstar application service has more benefits for me.	0,729
3	PV3	Overall, using the Disney+ Hotstar application service provides good value for me.	0,612
4	PV4	The Disney+ Hotstar app subscription price is reasonable based on the quality of the movie content on offer.	0,774
5	PV5	I think the price I paid for the Disney+ Hotstar app service is worth what I got.	0,804
6	PV6	The movie content offered by the Disney+ Hotstar app is worth the price I paid	0,753

Source: Data processed by Researchers (2023)

f. Perceived Price, has six statements distributed to respondents, all of these statements were declared valid

Table 6. Perceived Price Validity Test

No	Code	Indicator	Factor loading
1	PP1	In general, the reduced subscription prices make the Disney+ Hotstar app quite affordable	0,745
2	PP2	Attractive discount on subscription to the Disney+ Hotstar application	0,779
3	PP3	Compared to the subscription prices of similar apps, Disney+ Hotstar prices are the best	0,778
4	PP4	The subscription price offered by Disney+ Hotstar is reasonable	0,794
5	PP5	Disney+ Hotstar subscription prices are affordable	0,817
6	PP6	Based on the services offered, the subscription fee for the Disney+ Hotstar app is reasonable	0,737

Source: Data processed by Researchers (2023)

g. **Perceived Quality**, has six statements distributed to respondents, all of these statements were declared valid

Table 7. Perceived Quality Validity Test

No	Code	Indicator	Factor loading
1	PQ1	The quality of the display (video) on the Disney+ Hotstar application is very good (high resolution)	0,650
2	PQ2	The system performance of the Disney+ Hotstar app is very good	0,752
3	PQ3	Overall, I am satisfied with the quality of the Disney+ Hotstar app	0,645
4	PQ4	Disney+ Hotstar offers quite a variety of shows.	0,640
5	PQ5	The overall quality of the Disney+ Hotstar app is high	0,709
6	PQ6	The quality of the Disney+ Hotstar app is consistent	0,673

Source: Data processed by Researchers (2023)

h. **Intention to Subscribe**, has seven statements distributed to respondents, all of these statements were declared valid

Table 8. Intention to Subscribe Validity Test

No	Code	Indicator	Factor loading
1	IS1	I want to subscribe because I feel comfortable using the Disney+ Hotstar application	0,774
2	IS2	I want to subscribe because the appearance of the Disney+ Hotstar application is more attractive	0,736
3	IS3	I want to subscribe because the Disney+ Hotstar app fulfills my entertainment needs	0,749
4	IS4	I want to subscribe because the Disney+ Hotstar app is of high quality	0,770
5	IS5	Streaming applications have better quality than competitors	0,721
6	IS6	Chances are I will choose the Disney+ Hotstar app to watch movies	0,802
7	IS7	I have the intention to subscribe to the Disney+ Hotstar application	0,792

Source: Data processed by Researchers (2023)

Reliability Test

Reliability is measured by the Cronbach's Alpha value with a minimum level of 0.60. If a variable has a Cronbach Alpha value greater than 0.60 then it can be considered that the variable can be said to be reliable (Taherdoost, 2016). The table below shows that all the variables in this study are reliable because they have a Cronbach Alpha value greater than 0.6.

Table 9. Reliability Test

Variable	Cronbach Alpha	Items
Brand Image	0,752	7

| E-WOM	0,784	6
Perceived Ease of Use	0,763	6
Perceived Usefulness	0,798	6
Perceived Value	0,834	6
Perceived Price	0,865	6
Perceived Quality	0,763	6
Intention to Subscribe	0,879	7

Source: Data processed by Researchers (2023)

SEM Test (Structural Equation Modeling)

There are four stages that need to be carried out when carrying out an SEM test. The first is compiling a path diagram, then changing the path diagram into a structural equation, then viewing the feasibility test of the model, and finally modifying the model.

1) Draw up a path diagram

In testing the feasibility of this model, the first step taken was to construct a path diagram consisting of the relationships between variables. The model feasibility test was carried out using the AMOS application.
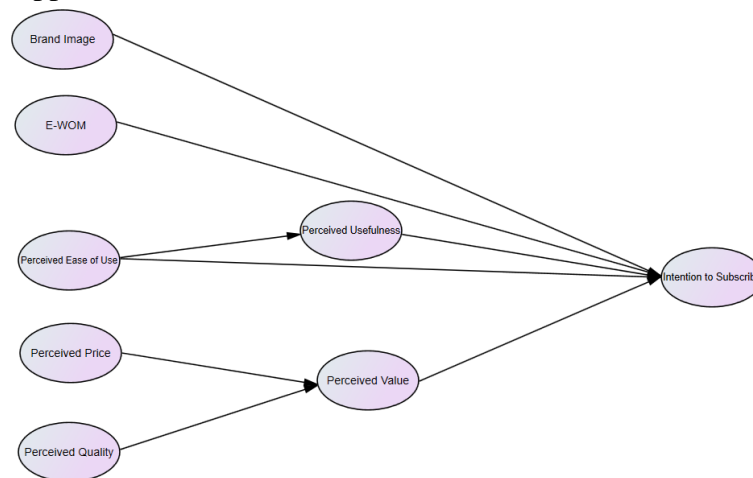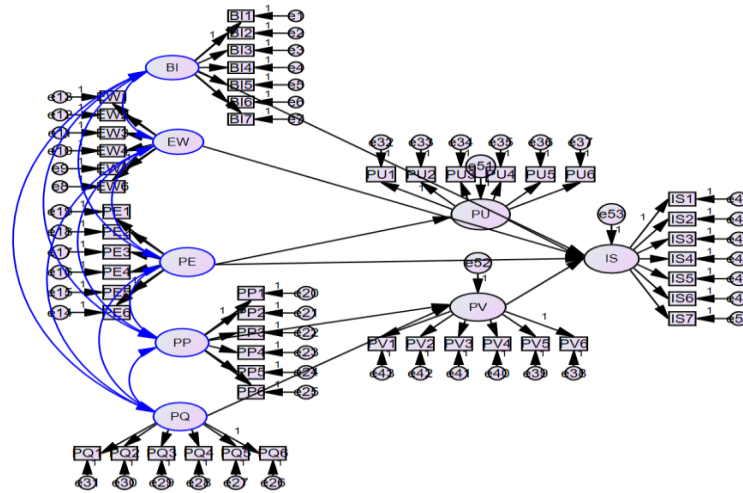

Figure 2. Path Diagram AMOS
Source: Data processed by Researchers (2023)

2) Converting path diagrams to structural equations

The next thing to do in the SEM test is to convert the path diagram into a structural equation. In this stage the researcher creates a structural equation based on the respondent data that has been collected.

Figure 3. Structural Equation AMOS
Source: Data processed by Researchers (2023)

3) Model Feasibility Test

In this third stage, elimination is carried out in the structural equation model that was created previously. This is done to obtain goodness of fit results that comply with the minimum requirements.

Table 10. Goodness of Fit

Goodness of Fit Indices	Cut Off Value	Value	Information
Chi Square	Expected to be small	153,187	-
Probability	≥0,05	0,123	Good Fit
CMIN/DF	≤ 2,00	0,134	Good Fit
RMSEA	≤ 0,80	0,022	Good Fit
GFI	≥ 0,90	0,947	Good Fit
AGFI	≥ 0,90	0,925	Good Fit
TLI	≥ 0,95	0,985	Good Fit
CFI	≥ 0,95	0,988	Good Fit

Source: Data processed by Researchers (2023)

4) Model Modification

Then, in this final stage, a modification of the model is carried out, namely by combining questionnaire statement items to obtain the results desired by the researcher.
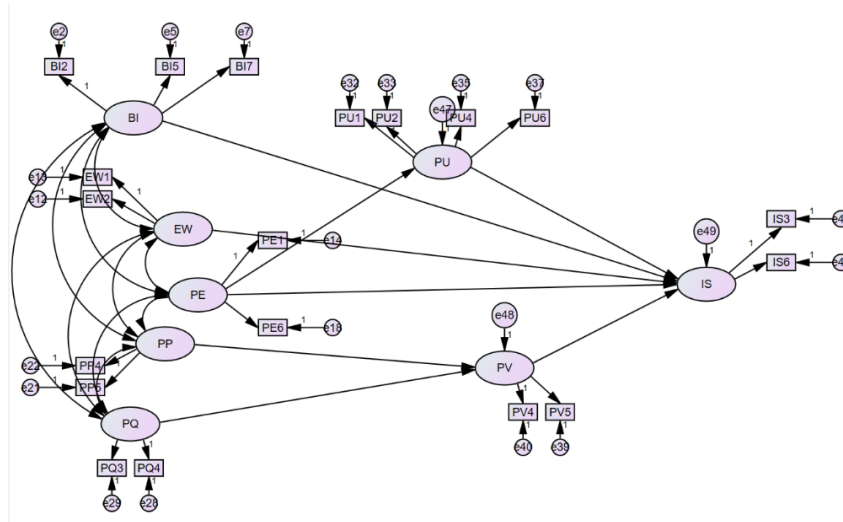
Figure 4. Structural Equations After Modification
Source: Data processed by Researchers (2023)

Hypothesis Test

In this hypothesis test, there is a direct and indirect relationship, the results of which are as follows:

a. Direct Influence

In this study, eight direct relationships were tested, the results of which are in the table below.

Table 11. Hypothesis Test Direct Influence

Variable	Estimate	S.E.	C.R.	P	Label
Brand Image → Intention to Subscribe	1.542	,747	2,064	,039	Accepted
E-WOM → Intention to Subscribe	-,016	,059	-,267	,789	Rejected
Perceived Ease of Use → Intention to Subscribe	-2,546	1,111	-2,291	,022	Accepted
Perceived Usefulness → Intention to Subscribe	1,796	,759	2,366	,018	Accepted
Perceived Value → Intention to Subscribe	,686	,209	3,281	,001	Accepted
Perceived Price → Perceived Value	,539	,084	6,436	***	Accepted
Perceived Quality → Perceived Value	,414	,125	3,309	***	Accepted
Perceived Eease of Use → Perceived Usefulness	,929	,140	6,619	***	Accepted

Source: Data processed by Researchers (2023)

Based on Table 11, it shows that there are seven direct hypotheses that are accepted and one direct hypotheses that are rejected. The one direct hypothesis that was rejected was the relationship between E-WOM and intention to subscribe with a P value > 0,05, namely 0,789.

b. Indirect influence

In this research, there is a hypothesis that tests the indirect relationship between variables with perceived usefulness as mediation and the results are as follows:

Table 12. Indirect Influence

Hypothesis	Direct Effect	Indirect Effect	Total Effect
Perceived Ease of Use – Perceived Usefulness – Intention to Subscribe	-1,500	0,983	-0,517

Based on the table above, it can be concluded that there is partial mediation because the direct effect value is 1,500, which means it is greater than 0.

DISCUSSION

a. Relationship between brand image to intention to subscribe

In this study, hypothesis 1 examines the relationship between brand image to intention to subscribe. In this study, results were found that showed that the CR value obtained from the previous hypothesis test was 2.064, where this result was greater than 1.96, therefore it could be concluded that brand image has a fairly significant relationship with intention to subscribe. From this hypothesis test, it also shows that the P value is 0.039, where this result is smaller than 0.05, which means that there is a positive relationship between brand image with intention to subscribe which means it shows that hypothesis one is accepted.

b. Relationship between E-WOM to intention to subscribe

In this study, hypothesis 2 examines the relationship between E-WOM and subscription intentions. In this study, results were found that showed that the CR value obtained from the previous hypothesis test was -0.267, where this result was smaller than 1.96, therefore it could be concluded that E-WOM did not have a significant relationship with subscription intentions. Testing this hypothesis also shows that the P value is 0.789, where this result is greater than 0.05, which means there is no relationship between E-WOM and subscription intention, which means the two hypotheses are rejected.

c. Relationship between perceived ease of use to intention to subscribe

In this study, hypothesis 3 examines the relationship between perceived ease of use and intention to subscribe. In this research, results were found that showed that the CR value obtained from the previous hypothesis test was -2.291, where this result was greater than 1.96, therefore it could be concluded that perceived ease of use had a quite significant relationship with intention to subscribe. From this hypothesis test, it also shows that the P value is 0.022, where this result is smaller than 0.05, which means that there is a positive relationship between perceived ease of use and intention to subscribe, which means that hypothesis three is accepted.

d. Relationship between perceived usefulness to intention to subscribe

In this study, hypothesis 4 examines the relationship between perceived usefulness and intention to subscribe. In this research, results were found that showed that the CR value obtained from the previous hypothesis test was 2.366, where this result was greater than

1.96, therefore it could be concluded that perceived usefulness had a quite significant relationship with intention to subscribe. From this hypothesis test, it also shows that the P value is 0.018, where this result is smaller than 0.05, which means there is a positive relationship between perceived usefulness and intention to subscribe, which means that hypothesis four is accepted.

e. **Relationship between perceived value to intention to subscribe**

In this study, hypothesis 5 examines the relationship between perceived value and intention to subscribe. This research found that the CR value obtained from the previous hypothesis test was 3.281, where this result was greater than 1.96, therefore it can be concluded that perceived usefulness has a quite significant relationship with intention to subscribe. This hypothesis test also shows that the P value is 0.001, where this result is smaller than 0.05, which means there is a positive relationship between perceived value and intention to subscribe, which means that hypothesis five is accepted.

f. **Relationship between perceived ease of use to perceived usefulness**

In this research, hypothesis 6 examines the relationship between perceived ease of use and perceived usefulness. In this research, results were found which showed that the CR value obtained from the previous hypothesis test was 6.619, where this result was greater than 1.96, therefore it could be concluded that perceived ease of use had a quite significant relationship with perceived usefulness. From this hypothesis test, it also shows that the P value is less than 0.001, where this result is smaller than 0.05, which means that there is a positive relationship between perceived ease of use and perceived usefulness, which means that hypothesis six is accepted.

g. **Relationship between perceived price to perceived value**

In this study, hypothesis 7 examines the relationship between perceived price and perceived value. In this research, results were found which showed that the CR value obtained from the previous hypothesis test was 6.436, where this result was greater than 1.96, therefore it could be concluded that perceived price had a quite significant relationship with perceived value. From this hypothesis test, it also shows that the P value is less than 0.001, where this result is smaller than 0.05, which means that there is a positive relationship between perceived price and perceived value, which means that hypothesis seven is accepted.

h. **Relationship between perceived quality to perceived value**

In this research, hypothesis 8 examines the relationship between perceived quality and perceived value. In this research, results were found which showed that the CR value obtained from the previous hypothesis test was 3.309, where this result was greater than 1.96, therefore it could be concluded that perceived quality had a quite significant relationship with perceived value. From this hypothesis test, it also shows that the P value is less than 0.001, where this result is smaller than 0.05, which means that there is a positive relationship between perceived quality and perceived value, which means that hypothesis eight is accepted.

i. **Perceived usefulness relationship as mediation**

In this study, hypothesis 9 examines the relationship between perceived usefulness as mediation. In this research, the results found that there is an indirect effect relationship between the variable perceived ease of use and intention to subscribe, which is mediated by perceived usefulness of 0.983, which means that perceived usefulness can mediate perceived ease of use on intention to subscribe.

CONCLUSION

Based on theoretical studies, data analysis, and descriptions of research results conducted by researchers on 284 respondents in Jabodetabek regarding intention to subscribe, researchers concluded that there is a positive and significant direct relationship between brand image, perceived ease of use, perceived usefulness, and perceived value on intention to subscribe. Perceived ease of use has a positive and significant effect on perceived usefulness. Then perceived price and perceived quality have a positive and significant effect on perceived value. Meanwhile, for E-WOM and intention to subscribe, no direct relationship was found in this research. Perceived usefulness can mediate the relationship between perceived ease of use and intention to subscribe.

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