

ABSTRAK

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PENGARUH *ANTECEDENCE* TERHADAP LANGGANAN *ONLINE STREAMING* PADA PERUSAHAAN VIDIO

(xiii + 90 halaman; 4 gambar; 22 tabel; 3 lampiran)

Seiring dengan berjalannya waktu dan perkembangan teknologi, banyak perubahan yang terjadi karena berkembangnya teknologi termasuk industri media. Dimana teknologi membawa kemudahan dan semakin banyaknya pilihan. Dengan opsi media yang semakin banyak, tentu terdapat faktor yang membuat pelanggan memilih menggunakan layanan TV kabel atau *streaming online*.

Menurut Lee et al. (2018) terdapat beberapa faktor yang mempengaruhi keputusan memilih TV kabel atau *streaming online* yaitu seperti *ease of use*, *additional purchases*, *media options*, *social trends*, *available options*, dan *cost*.

Penelitian ini berfokus pada faktor-faktor tersebut, sehingga pada akhirnya penelitian ini dapat membantu perusahaan Vidio sebagai penyedia jasa *online streaming* dalam meningkatkan posisinya di pasar. Penelitian ini dilakukan di Jabodetabek dengan melibatkan 138 responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 45 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode judgemental sampling. Item pertanyaan valid dan reliable untuk dianalisa lebih lanjut sebanyak 20 item. Data dianalisis dengan metode SEM berbasis PLS. Hasil penelitian ini menyatakan bahwa *use of cable TV* dipengaruhi oleh *additional purchase* dan *social trend*, sedangkan *use of online streaming* dipengaruhi oleh *ease of use*; serta kepuasan konsumen secara signifikan dipengaruhi oleh *customer service*.

Referensi: 18 (1988-2020)

Kata kunci: *Online Streaming, Cable TV, Ease of Use, Additional Purchases, Media Options, Social Trends, Available Options, Cost, Customer Service*

ABSTRACT

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EFFECTS OF ANTECEDENCE TOWARDS ONLINE STREAMING SUBSCRIPTION TO VIDIO COMPANY

(xv + 90 pages; 4 figures; 22 tables; 3 appendices)

As the time goes by and by the developing technologies, there are much shifting conditions because of that development, including in the media industry. Technologies bring ease and options. The increasing options may bring factors that can influence customers in choosing whether to use cable TV or an online streaming platform for their entertainment.

Based on a research by Lee et al (2018), there are factors which can affect customer decisions about choosing cable TV or online streaming platform. Those factors are ease of use, additional purchases, media options, social trends, available options, and cost.

This research focused on those factors. Therefore, in the end, this research might help Vidio as the online streaming service provider to escalate their market penetration. This research was held in Jabodetabek which involved 138 respondents. Data was gathered by spreading questionnaires with 45 questions and measured with 1 – 5 Likert Scale, based on judgemental sampling method. Data was analysed with the SEM-PLS method. The results of this research found out that the use of cable TV was influenced by additional purchases and social trends. Meanwhile, the use of online streaming was influenced by ease of use. Also, customer's satisfaction was significantly influenced by customer service.

References: 18 (1988-2020)

Keywords: Online Streaming, Cable TV, Ease of Use, Additional Purchases, Media Options, Social Trends, Available Options, Cost, Customer Service