

**FAKTOR-FAKTOR YANG MEMPENGARUHI *PERCEIVED VALUE* DAN  
DAMPAKNYA TERHADAP *INTENTION TO CONTINUE TO SUBSCRIBE*  
PADA APLIKASI *STREAMING* DISNEY PLUS HOTSTAR**

**ABSTRAK**

Munculnya banyak aplikasi *streaming* berbayar telah mentransformasi industri perfilman. Penelitian ini bertujuan untuk menginvestigasi faktor apa saja yang dapat mempengaruhi atau memperhambat niat konsumen untuk berlangganan aplikasi *streaming* berbayar Disney Plus Hotstar. Penelitian ini dilakukan berdasarkan hubungan antara dua variabel utama yaitu *perceived value* dan dampaknya terhadap *intention to continue to subscribe*. Tujuan penelitian ini adalah untuk menguji pengaruh dari *perceived enjoyment*, *perceived compatibility*, *perceived usefulness & social influence* terhadap *intention to continue to subscribe* yang dimediasi oleh *perceived value*. Metode PLS-SEM digunakan untuk menganalisis data empiris yang diperoleh dengan *purposive sampling* dan didapatkan 197 responden yang memenuhi syarat sebagai sampel penelitian dari penyebaran kuesioner secara *online*. Populasi dari penelitian ini adalah individu dalam usia produktif, berdomisili di Jabodetabek dan berlangganan aplikasi *streaming* Disney Plus Hotstar. Hasil studi ini menunjukkan *perceived enjoyment* dan *social influence* mempunyai pengaruh positif terhadap *perceived value*. Sedangkan *perceived compatibility* dan *perceived usefulness* didapatkan tidak berpengaruh positif terhadap *perceived value*. Model penelitian ini menunjukkan bahwa variabel *perceived enjoyment* dan *social influence* merupakan faktor yang memiliki bobot kepentingan yang tinggi untuk menciptakan *perceived value* terhadap *intention to continue to subscribe* pada aplikasi Disney Plus Hotstar.

**Kata Kunci:** *Perceived Enjoyment, Perceived Compatibility, Perceived Usefulness, Perceived Value, Social Influence & Intention to Continue to Subscribe.*

## **ABSTRACT**

*The emergence of many paid streaming applications has transformed the film industry. This study aims to investigate what factors can influence or hinder consumers' intention to subscribe to the Disney Plus Hotstar paid streaming application. This research was conducted based on the relationship between two main variables, namely perceived value and consideration of the intention to continue to subscribe. The purpose of this study was to examine the effect of perceived enjoyment, perceived appropriateness, perceived usefulness & social influence on intention to continue to subscribe mediated by perceived value. The PLS-SEM method was used to analyze empirical data obtained by purposive sampling and obtained 197 respondents who met the requirements as research samples from the distribution of online questionnaires. The population of this study is individuals of productive age, living in Greater Jakarta and subscribing to the Disney Plus Hotstar streaming application. The results of this study indicate that perceived enjoyment and social influence have a positive effect on perceived value. While the perceived compatibility and perceived usefulness obtained did not have a positive effect on the perceived value. This research model shows that the variables of perceived enjoyment and social influence are factors that have a high importance for creating the perceived value of the intention to continue to subscribe to the Disney Plus Hotstar application.*

**Keywords:** *Perceived Enjoyment, Perceived Compatibility, Perceived Usefulness, Perceived Value, Social Influence & Intention to Continue to Subscribe.*