

ABSTRAK

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ANTESEDEN DARI *VIEWING EXPERIENCE* PADA *PLATFORM OVER THE TOP SERVICE* DAN KONSEKUENSINYA (STUDI PADA *VIEWER DISNEY+ HOTSTAR* DI INDONESIA)

(121 halaman; 14 gambar; 27 tabel; 8 lampiran)

Saat ini hadirnya *platform Over the Top (OTT) streaming* memudahkan akses film kapan saja dan dimana saja. *Platform* ini telah mentransformasi industri perfilman kepada suatu tantangan yang baru untuk memberikan *experience* yang baik kepada para penonton. *Experience* yang dirasakan oleh penonton di bioskop berbeda dengan *experience* yang dirasakan oleh penonton di *platform OTT*. Namun, sejauh ini penelitian yang membahas mengenai *experience* dalam konteks *platform OTT* masih belum ditemukan. Untuk mengisi kekosongan tersebut, maka disusun model penelitian yang dimodifikasi dari model penelitian terdahulu. Tujuan penelitian ini adalah untuk menguji pengaruh dari *movie attribute*, *platform ease of use*, dan *subscription fee* terhadap *intention to recommend platform*, *intention to recommend movie*, dan *intention to continue subscribe* yang dimediasi oleh *viewing experience*. Metode PLS-SEM digunakan untuk menganalisis data empiris yang diperoleh dengan *purposive sampling* dan didapatkan 439 responden yang memenuhi syarat sebagai sampel penelitian dari penyebaran kuesioner secara *online*. Hasil penelitian ini menunjukkan bahwa anteseden dari *viewing experience* yang paling signifikan mempengaruhi adalah *movie attribute*, diikuti dengan *subscription fee*, dan *platform ease of use*. Kemudian, hasil analisis jalur menunjukkan bahwa variabel mediasi *viewing experience* terbukti memiliki pengaruh yang kuat terhadap *intention to recommend platform*, *intention to recommend movie*, dan *intention to continue subscribe*. Terdapat implikasi manajerial bagi *platform OTT* untuk memperbanyak konten yang edukatif, menggunakan *value based pricing*, seleksi film dari *content creator* pihak ketiga, menggiatkan pemasaran pada media sosial, dan melakukan riset dan pengembangan pada *platform* agar performa meningkat dan semakin mudah digunakan.

Kata kunci: *Movie experience, movie attribute, streaming, marketing, perceived value*

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ANTESEDEN OF VIEWING EXPERIENCE ON OVER THE TOP PLATFORM SERVICE AND IT'S CONSEQUENCES (STUDY OF DISNEY+ HOTSTAR VIEWER IN INDONESIA)

(121 pages; 14 pictures; 27 Tables; 8 attachments)

The emergence of Over the Top (OTT) streaming platform is increasingly making movies more accessible anytime and anywhere. This platform has transformed the film industry into a new challenge to provide better experience for the audience. The experience felt by the audience in the cinema different from the OTT platform. However, until now the research that discusses the experience in the context of OTT platform has not yet been found. Therefore, to fill that gap, a research model modified from the previous research model was developed. The prpose of this study was to examine the effect of movie attribute, platform ease of use, and subscription fee toward the intention to recommend platform, intention to recommend movie, and intention to continue subscribe mediated by the viewing experience. PLS-SEM method was used to analyze the empirical data obtained purposively. As many as 439 responds are gathered through online questionnaires. The result of this study indicate that the antecedent of viewing experience that has the most significant influence is movie attribute, followed by subscription fee, and platform ease of use. Further analysis showed that viewing experience proved to have strong effect toward intention to recommend platform, intention to recommend movie, and intention to continue subscribe. There are managerial implications for OTT platform, that is to enrich educational movie, adopt value based pricing, to be more selective toward content provided by third party content creator, to do social media marketing, and to do research and development concerning the platform performances and ease of use.

Keywords: *Movie experience, movie attribute, streaming, marketing, perceived value.*