

ABSTRAK

Nur Wahyuni Sulistiowati (NPM: 01619200052)

**ANTESEDEN DARI *CONTINUOUS WATCHING INTENTION* DAN
CONSUMPTION INTENTION PADA *SITUATION COMEDY*
DI YOUTUBE *CHANNEL* SERTA DAMPAKNYA
PADA *POSITIVE E-WOM* (STUDI EMPIRIS PADA *VIEWERS* YOUTUBE
TRANS7 OFFICIAL DI INDONESIA)**

Industri televisi (TV) menghadapi tantangan baru, dimana terjadi perubahan pola konsumsi dari TV konvensional menjadi *digital* yang akan menjadi *trend* ke depan. Karenanya untuk mempertahankan *viewers* dan mengembangkan bisnis, stasiun TV memperluas program hiburan untuk tayang di *platform* media sosial. Hingga saat ini penelitian yang ada masih terbatas untuk menjelaskan fenomena baru ini. Tujuan penelitian ini untuk menganalisis anteseden yang membentuk niat atau *intention viewers* dan kemudian ekspresinya dalam *positive electronic word of mouth* (e-WOM). *Intention viewers* dibedakan antara *consumption intention platform streamer* dengan *continuous watching intention* konten tertentu.

Metode yang digunakan dalam penelitian ini adalah kuantitatif survei yang dilakukan pada populasi *viewers* konten genre komedi dari stasiun TV yang tayang di YouTube. Untuk menguji model struktural digunakan sebanyak 1.186 sampel yang diambil dengan *purposive sampling*. Data yang dikumpulkan melalui kuesioner *online* dianalisis dengan pendekatan *Partial Least Square-Structural Equation Modeling* (PLS-SEM).

Hasil penelitian ini menyimpulkan bahwa baik *continuous watching intention* maupun *consumption intention* terbukti memiliki pengaruh yang signifikan dan positif terhadap *positive e-WOM*. Lebih lanjut, penelitian ini mengungkapkan bahwa *interactivity* paling kuat mempengaruhi *continuous watching intention*, sedangkan *humor appeal* paling kuat mempengaruhi *consumption intention*. *Fear of missing out* (FOMO) dan *physical attractiveness* juga menunjukkan pengaruh yang signifikan terhadap kedua *intention* tersebut. Ditemukan bahwa gender atau jenis kelamin laki-laki memperkuat pengaruh dari *consumption intention* terhadap *positive e-WOM*. Hasil ini memberikan implikasi praktis bagi manajemen TV serta saran untuk studi lebih lanjut.

Kata kunci: *Positive e-WOM, continuous watching intention, consumption intention, situation comedy, social media platform.*

ABSTRACT

Nur Wahyuni Sulistiowati (NPM: 01619200052)

ANTECEDENTS OF CONTINUOUS WATCHING INTENTION AND CONSUMPTION INTENTION IN SITUATION COMEDY ON YOUTUBE CHANNEL AND THE IMPACT ON POSITIVE E-WOM (EMPIRICAL STUDY ON YOUTUBE TRANS7 OFFICIAL VIEWERS IN INDONESIA)

The Television (TV) industry faces new challenges, currently viewers are shifting from watching the conventional TV program to consuming various video content through social media platforms. To keep their viewers and grow the business, TV stations extend their profound entertainment program's to be streaming on the social media platform. However, there are still limited studies to explain this shifting phenomenon from the viewer's perspective. *Objective:* This study aims to analyse antecedents that shape the viewer intentions and their relation to the post-consumption behavior intention that favors the TV stations as in expressing their positive electronic word of mouth (e-WOM). Viewer intentions are distinct as consumption intention of the streamer platform and intention to continuous watching. Along with the emotional and social aspects of consumption, that are related to the comedy content genre. *Method:* To test the structural model that developed from the previous studies, the empirical study deploys based on the population of the comedy genre viewer. The situation comedy was selected from a famous serial program produced by one leading TV station that is streaming on their official YouTube platform. A total of 1,186 respondents are purposely taken as samples with certain criteria. Data collected by online questionnaires were analysed through Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. *Result:* Both continuous watching and consumption intention have proven to have a significant (T-statistic >1,645 with P-value <0,05) and positive impact toward positive e-WOM. Furtherly, this study revealed that interactivity predominantly influences continuous watching intention, while humor appeal affects consumption intention more. Fear of missing out (FOMO) and physical attractiveness also showed a significant effect for both intentions. It was found that the male gender tends to strengthen the effect from consumption intention to the positive e-WOM. This result provides practical implications and suggestions for further study as well.

Keywords: Positive e-WOM, continuous watching intention, consumption intention, situation comedy, social media platform.