

ABSTRACT

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ANTESEDEN DARI *PERCEIVED VALUE* DAN IMPLIKASINYA PADA *INTENTION TO CONTINUE SUBSCRIBE* PENGGUNA APLIKASI *STREAMING FILM NETFLIX* DI JABODETABEK

(xv + 91 pages; 8 pictures; 24 tables; 10 Attachements)

The covid-19 pandemic affects many industries in the world where world domestic product decreased, this event also affects Indonesia. Meanwhile, some industries are not affected by this situation such as technology industries like movie apps. Netflix as one of the leading companies in the world grow a lot during the pandemic, however, Netflix is not the industry leader in Indonesia despite being the number one movie app in the world and spectacular growth during the pandemic, as of now the growth keep decline and Netflix losing their subscribers. This can be caused by many factors such as Netflix having a lot of competitors in Indonesia that offer different content, price, and even free services. Therefore this research aims to explain factors that affect consumer intention to continue to subscribe Netflix services in Indonesia. Five hypotheses will be tested in this study and the data will be analyzed using a structural equation model (SEM). There are 148 samples gathered across Jabodetabek. The result of this study indicates that perceived cost has a negative influence whereas perceived enjoyment, perceived usefulness, and perceived compatibility have a positive influence on the intention to continue subscribe through perceived value. All hypotheses are supported and can be used to explain consumer intention to continue subscribe Netflix streaming service and the result show that perceived usefulness is the most important factor that affects intention to continue subscribe through perceived value, therefore Netflix should improve the quality of their application to give better practicality for their user

References: 60 (1970-2022)

Keywords: Perceived Enjoyment; Perceived Usefulness; Perceived Compatibility; Perceived Price; Perceived Value; Intention to continue subscribe

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(xv + 91 halaman; 8 gambar; 24 tabel; 10 lampiran)

Pandemi Covid-19 berdampak pada banyak industri di dunia sehingga produk domestik bruto dunia mengalami penurunan, kejadian ini juga menimpa Indonesia. Disatu sisi ada industri yang tidak terpengaruh oleh situasi ini seperti industri teknologi aplikasi film. Netflix merupakan salah satu perusahaan yang tumbuh pesat selama pandemi dan merupakan pemimpin pasar global tetapi belum menjadi aplikasi *streaming film* nomor satu di Indonesia. Sekarang pertumbuhan Netflix terus menurun dan Netflix kehilangan pelanggan mereka. Hal ini disebabkan oleh banyak faktor antara lain banyaknya pesaing di Indonesia yang menawarkan konten, harga, bahkan layanan gratis. Penelitian ini bertujuan untuk menjelaskan faktor-faktor yang mempengaruhi niat konsumen untuk terus berlangganan layanan Netflix di Indonesia. Lima hipotesis akan diuji dalam penelitian ini dan dianalisis menggunakan model persamaan struktural (SEM). Terdapat 148 sampel yang terkumpul di daerah Jabodetabek, hasil penelitian ini mengindikasikan *perceived cost* berpengaruh negatif sedangkan *perceived enjoyment*, *perceived usefulness*, *perceived compatibility* berpengaruh positif terhadap *intention to continue subscribe* melalui *perceived value*. Semua hipotesis didukung dan dapat menjelaskan *intention to continue subscribe* pengguna layanan *streaming film* Netflix dan hasil menunjukkan *perceived usefulness* merupakan faktor yang paling penting dalam mempengaruhi *intention to continue subscribe* melalui *perceived value*, sehingga Netflix dapat fokus untuk meningkatkan kualitas aplikasinya guna memberikan kemudahan kepada para penggunanya.

Referensi: 60 (1970-2022)

Keywords: *Perceived Enjoyment; Perceived Usefulness; Perceived Compatibility; Perceived Price; Perceived Value; Intention to continue subscribe*