

The Role of Perceived Usefulness, Facilitating Conditions and Subjective Norms on Intention to Subscribe Digital On-Demand Streaming Service Netflix

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Abstract

An important factor in the success of a business is the performance of the promotion and marketing team. Management does everything to attract the attention and interest of potential buyers and also loyal customers. Digitalization and globalization have resulted in a massive number of producers, products and services. This study aims to analyze the influence of the variables perceived usefulness, facilitating conditions and subjective norms on the intention to subscribe to Netflix on-demand streaming service. The researcher conducted descriptive and verification analysis, where the researcher tested the effect of each independent variable on the dependent variable. The results of the analysis show that all independent variables have a positive effect on the dependent variable, namely the intention to subscribe. The researcher suggests that management continue to innovate Netflix services, be it the team's service in the field, good response from customer service and the quality of movies that continues to improve. This aims to create a good perception of the benefits of using Netflix services. The suggestion for the government is to continue to improve digital infrastructure to support the growth of digital-based businesses in Indonesia.

Keywords: perceived usefulness, facilitating conditions, subjective norms, intention to subscribe, streaming service.

INTRODUCTION

An important factor in the success of a business is the performance of the promotion and marketing team. The products and services created have met all aspects of quality, but if not supported by the performance of the marketing team, it will be difficult to sell products and services, let alone expand market share. Intention to purchase is an important factor that must be fought for by providers of goods and services. Management does everything to attract the attention and interest of potential buyers and also loyal customers (Safari et al., 2024). Digitalization and globalization have resulted in a massive number of producers, products and services. This certainly results in a flood of product and service variations in the market.

Company management is required to always be innovative and creative to attract market interest in finding out information about products, choosing products and buying products and services (Sudirjo et al., 2023). In a further scope, customers are willing to make a commitment not only to buy, but also to subscribe to certain products and services. The customer's desire to subscribe reflects that the customer is willing to commit to setting aside their income for certain products, this is what is called the intention to subscribe (Gai et al., 2024). Today, various services offer subscription options, the most popular of which is the on-demand streaming service such as Netflix. By subscribing, customers will be able to access a number of films, both series and non-series films. On-demand streaming services require customers to have a commitment, because customers must subscribe to be able to receive the services provided by the streaming provider (Rachmad et al., 2024).

There are three factors that have been proven to influence the intention to subscribe in previous studies, namely perceived usefulness, facilitating conditions and subjective norms. In this study, it is suspected that all of these variables have an influence in increasing the intention to subscribe for Netflix on-demand streaming service customers (Dewa et al., 2024; Mulyadi et al., 2023). Perceived usefulness is a perception held by customers or users that a product or service can provide benefits and help customers to achieve certain goals, in other aspects customers also have the perception that certain services can help improve the effectiveness and efficiency of work, both in the office or household work (Safari & Riyanti, 2024; Daryanto et al., 2022). Facilitating conditions are how good and adequate the facilities and environment are that users have to use certain technologies. Subjective norms are norms and values adopted by the environment where customers live and interact with the surrounding community. These norms are then interpreted and become a reference in behaving and acting, including in shopping behavior (Safari et al., 2024; Amruddin et al., 2024). This study aims to analyze the influence of the variables perceived usefulness, facilitating conditions and subjective norms on the intention to subscribe to Netflix on-demand streaming service.

METHOD

This research is a quantitative research. The researcher conducted descriptive and verification analysis, where the researcher tested the effect of each independent variable on the dependent variable. Before the hypothesis analysis, the researcher conducted a data quality test which included validity and reliability tests. The validity test aims to determine whether the instrument used in the study has met the criteria for being feasible and valid, while the reliability test measures the feasibility of the instrument from the number of respondent uniformities. A pre-survey was conducted on 30 respondents, after it was obtained that all indicators were valid and reliable, a survey was then conducted on the sample. The population in this study were all customers of the Netflix on-demand streaming service application in Indonesia, while the sampling technique used purposive sampling.

RESULT AND DISCUSSION

The results of the analysis show that all independent variables have a positive effect on the dependent variable, namely the intention to subscribe. Perceived usefulness is a perception held by customers or users that a product or service can provide benefits and help customers to achieve certain goals, in other aspects customers also have the perception that certain services can help improve the effectiveness and efficiency of work, both in the office or household work. The better the perceived usefulness, the better the intention to subscribe to Netflix's on-demand streaming service. When customers feel the benefits obtained after

subscribing, they will definitely decide to renew their subscription period. Consumers in the digital era are critical consumers, they are exposed to various advertisements and promotions that promise the advantages of products and services, this condition makes today's consumers very critical compared to consumers before the digital era. Subscribing requires commitment and trust from consumers, by subscribing consumers agree to additional expenses which of course reduce savings for a certain period of time. This consumer willingness must be compensated in the form of benefits and excellent services provided by producers or service providers. Management must be sensitive and aware of the importance of maintaining customer trust and loyalty, to maintain the existence and ability to compete Netflix management is required to remain innovative and creative. Content selection, display design, category selection, picture and sound quality are factors that certainly have a big influence in shaping Netflix customer satisfaction. When customers feel the benefits and assess the services received as equivalent and even exceeding their expectations, then customers will decide to subscribe and even spread good word of mouth about the services received, this is very good for business sustainability (Taufik et al., 2022; Nurdiani et al., 2024; Kusnadi, 2021).

In the relationship between facilitating conditions and intention to subscribe, facilitating conditions have been proven to have a positive effect on intention to subscribe. The better the facilitating conditions, the better the intention to subscribe to Netflix's on-demand streaming service. Facilitating conditions are how good and adequate the facilities and environment are for users to use certain technologies. Facilitating conditions have a significant relationship with intention to subscribe to Netflix. The better the facilitating conditions available, the more likely users are to subscribe to Netflix. Adequate facilities in the form of technology and supporting devices such as internet access and quality monitors certainly make it easier for users to access and use Netflix services, the impact is the creation of customer satisfaction and makes customers want to subscribe. Some important aspects of facilitating conditions that can increase the intention to subscribe to Netflix are such as internet access and responsive and excellent service support from the Netflix team if there is a disruption or complaint from consumers. Facilitating conditions not only include tangible aspects, but also intangible things such as Netflix management's commitment to ensuring data security and privacy for users. In this digital era, data security issues are a hot topic to discuss and debate, consumers are worried about choosing services that are considered risky to data security and privacy. Therefore, understanding the facilitating conditions that affect the intention to subscribe to Netflix is very important to increase the number of subscribers and increase Netflix's revenue. By understanding consumer needs, Netflix will be able to maintain and increase its market share. Consumers who are satisfied with the services provided will certainly give good testimonials and recommend Netflix to their colleagues and networks (Sari et al., 2024; Kaligis et al., 2024; Safari et al., 2024; Asmara et al., 2023).

The results of the analysis also concluded that there is an influence of subjective norms on the intention to subscribe. The greater the influence of subjective norms, the greater the intention to subscribe to Netflix. Subjective norms are assessments and perceptions from people around and the social community towards a product and service. These assessments and perceptions can influence the decision to use and purchase decisions. If this assessment comes from a figure who has popularity, it will be able to lead opinion and be able to convince the market about the good impact and benefits of purchasing products and services. Subjective norms have a big role in increasing the intention to subscribe to Netflix. Good perceptions and assessments from the community about Netflix will form the opinion that Netflix is the right on-demand streaming service for consumption by the community. The presence of community groups and communities also plays a role in attracting market

enthusiasm for the services provided by Netflix, on the one hand management is faced with the challenge of continuing to improve quality with innovation and creativity. Not only community groups, recommendations from family, friends and people closest to you greatly influence shopping behavior, one of which is the intention to subscribe to the Netflix service (Putra et al., 2024; Sari & Kusuma, 2024; Sudirjo et al., 2024; Dewa et al., 2024).

CONCLUSION

The study results concluded that there is a positive influence of perceived usefulness, facilitating conditions and subjective norms on the intention to subscribe to Netflix's on-demand streaming service. The researcher suggests that management continue to innovate Netflix services, be it the team's service in the field, good response from customer service and the quality of movies that continues to improve. This aims to create a good perception of the benefits of using Netflix services. This quality and innovation will also have an impact on the perception built by consumers, so that in the long term there will be a good WoM (Word of Mouth) about Netflix's services and content, this will bring something positive, namely the intention to subscribe to Netflix on-demand. The suggestion for the government is to continue to improve digital infrastructure to support the growth of digital-based businesses in Indonesia.

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