

The Influence of Perceived Ease of Use, Perceived Price Value of Bundling Promotion, and Perceived Attractiveness of Original Contents on Disney+ Hotstar Subscription Intention

Muhammad Fadhel Raditya, Tandiyo Pradekso, Hapsari Dwiningtyas

fadhel@student.undip.ac.id

Program Studi S1 Ilmu Komunikasi

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro

Jl. Prof Soedarto, SH Tembalang Semarang Kotak Pos 1269 Telepon (024)7465407

Faksimile (024) 7465405 Laman: <http://fisip.undip.ac.id> Email: fisip@undip.ac.id

ABSTRACT

Disney+ Hotstar as a technology-based paid movie streaming service, of course, is required to have and create a feeling of ease while using the services offered for its users. The experience in question is that the application can be used easily and can meet the expectations of convenience for its users, as well as being able to access available content without network or advertising barriers. In addition, Disney+ Hotstar also uses several strategies to increase sales and build buyer interest to then subscribe to Disney+ Hotstar. One of them is Disney+ Hotstar in collaboration with Telkomsel to create a bundling product, where buyers can purchase packages that include a Disney+ Hotstar subscription, as well as quotas to enjoy the available services. Disney+ Hotstar also then produces original content that is considered to be able to attract the attention of potential Disney+ Hotstar customers. These original contents are only available on Disney+ Hotstar, and can only be enjoyed by Disney+ Hotstar subscribers.

However, several surveys conducted in 2021 show that Disney+ Hotstar is still behind its competitors in the SVOD market. This study aims to explain the effect of perceived ease of use, perceived price value of bundling promotions, and perceived interest in original content on interest in subscribing to Disney+ Hotstar. The theory used in this study is the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2), with a sampling technique in the form of non-probability sampling. The sample is 100 people with

characteristics of active SVOD users and Telkomsel users aged 18-34 years, and have never subscribed to Disney+ Hotstar before.

The results of hypothesis testing with multiple regression techniques show that there is no effect of perceived ease of use, perceived price value, and perceived content interest on buying interest with a significance value of (0.083). This shows that perceived ease of use, perceived price value, and perceived content interest have no simultaneous effect on respondents' intention to subscribe to Disney+ Hotstar.

Keywords: Perceived Ease of Use, Perceived Price Value, Perceived Content Attractiveness, Purchase Intention

ABSTRAKSI

Disney+ Hotstar sebagai layanan streaming film berbayar berbasis teknologi, tentunya diharuskan untuk memiliki dan menciptakan kemudahan selama menggunakan layanan yang ditawarkan bagi para penggunanya. Pengalaman yang dimaksud diantaranya adalah aplikasi dapat digunakan secara mudah dan dapat memenuhi ekspektasi kemudahan bagi penggunanya, serta dapat mengakses konten yang tersedia tanpa hambatan jaringan maupun iklan. Selain itu, Disney+ Hotstar juga menggunakan beberapa strategi untuk meningkatkan penjualan serta membangun minat para pembeli untuk kemudian berlangganan Disney+ Hotstar. Salah satunya adalah Disney+ Hotstar bekerjasama dengan Telkomsel untuk menciptakan sebuah produk bundling, dimana pembeli dapat membeli paket yang sudah termasuk langganan Disney+ Hotstar, sekaligus kuota untuk menikmati layanan yang tersedia. Disney+ Hotstar juga kemudian memproduksi konten-konten asli yang dinilai dapat menarik perhatian para calon pelanggan Disney+ Hotstar. Konten-konten asli ini hanya tersedia di Disney+ Hotstar, dan hanya dapat dinikmati oleh para pelanggan Disney+ Hotstar.

Namun, beberapa survey yang dilakukan di tahun 2021 menunjukkan bahwa Disney+ Hotstar masih berada di belakang para kompetitornya dalam pasar SVOD. Penelitian ini bertujuan untuk menjelaskan pengaruh persepsi kemudahan penggunaan, persepsi nilai harga dari promosi bundling, dan persepsi ketertarikan konten asli terhadap minat berlangganan Disney+ Hotstar. Teori yang digunakan dalam penelitian ini adalah Extended Unified Theory of Acceptance and Use of Technology (UTAUT2), dengan teknik pengambilan sampel

berupa non-probability sampling. Sampel berjumlah 100 orang dengan karakteristik pengguna aktif SVOD serta pengguna Telkomsel berusia 18-34 tahun, serta belum pernah berlangganan Disney+ Hotstar sebelumnya.

Hasil uji hipotesis dengan teknik regresi berganda menunjukkan bahwa tidak terdapat pengaruh persepsi kemudahan penggunaan, persepsi nilai harga, dan persepsi ketertarikan konten terhadap minat beli dengan nilai signifikansi sebesar (0,083). Hal ini menunjukkan bahwa persepsi kemudahan penggunaan, persepsi nilai harga, dan persepsi ketertarikan konten tidak berpengaruh secara simultan terhadap minat beli responden untuk berlangganan Disney+ Hotstar.

Kata Kunci: Persepsi Kemudahan Penggunaan, Persepsi Nilai Harga, Persepsi Ketertarikan Konten, Minat Beli

INTRODUCTION

Background

Subscription video-on-demand (SVOD) is one of the means of entertainment that people can choose to enjoy anytime and anywhere, and currently, the SVOD industry has been really growing and showing its significant impact in Indonesia. Video on demand subscription service is a service where users are charged a subscription fee, usually per month, to be able to choose and enjoy content freely provided by the service provider anywhere and anytime as long as the user is connected to the internet, without any certain broadcast schedule (Wayne, 2018, p.302). According to the data shown in the Video Streaming (SVOD) report from Statista, revenue from

Indonesia's video on demand subscriptions have reached USD 223 million in 2021 is expected to increase overtime, with the USD 281 million estimated revenue in Indonesia.

The SVOD services that are currently popular amongst Indonesian viewers and that are currently competing with each other, namely Netflix, Disney+ Hotstar, Viu, YouTube Premium, and Iflix (Statista, 2021). Amongst the providers, JustWatch conducted a survey in 2022 which indicated that Netflix and Disney+ Hotstar had the highest market share development throughout the year, surpassing other competitors in the SVOD industry.

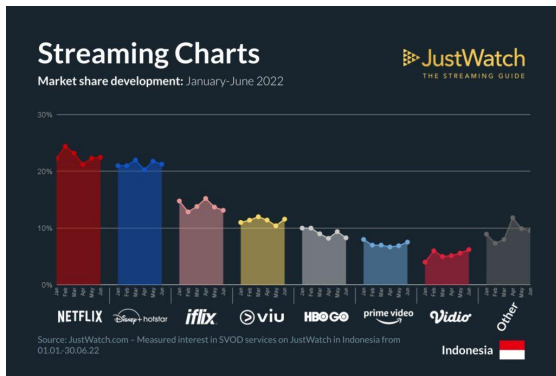


Figure 1. 1 Market Share Development of SVOD Providers in Indonesia

Source: JustWatch (2022)

Netflix which officially set foot in Indonesia since 2016, along with 129 other countries, marked as the first SVOD provider to be available in Indonesia (CNN, 2016). Netflix offered packages in Indonesia at that time for IDR 109-169 thousand per month, with the first one month promotion possible for free. Netflix's entrance to Indonesia was followed by other streaming services such as the Sweden streaming music service Spotify in March 2016, followed by Iflix and Hooq followed suit to Indonesia which made their debut in April 2016 after previously operating in a number of countries in Asia.

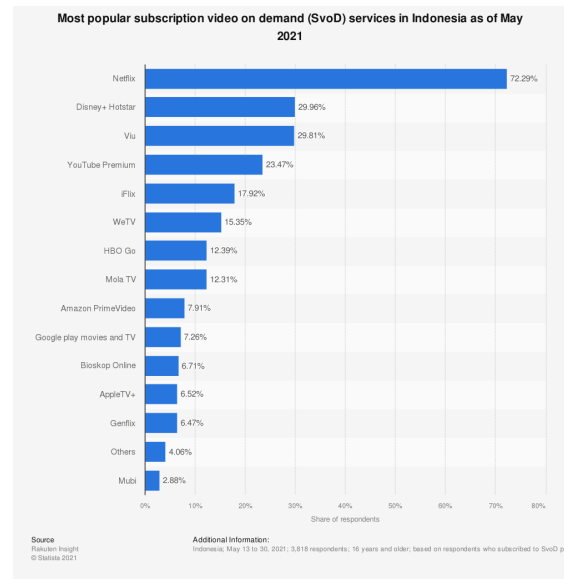


Figure 1. 2 Names of the Most Popular SVOD Services in Indonesia 2021

Source: Statista (2021)

Disney+ Hotstar can be named as one of the SVOD services that are currently competing with its competitors in Indonesia. Launched on September 5th 2020 in Indonesia, Disney+ Hotstar made their debut by partnering with Telkomsel for promotional purposes. Using a bundling strategy for cheaper subscription rates, Telkomsel targets Telkomsel users to subscribe to Disney+ Hotstar (Telkomsel, 2020). A 3GB internet data quota will be received for every purchase of Disney+ Hotstar subscription promo for 1 month, for only Rp20.000. This offer is considered enticing because the price that has to be paid is relatively cheaper than if you register and pay directly through the Disney+ Hotstar website itself using credit cards and other payment methods.

Disney+ Hotstar offers distinctive unique product features compared to other providers, by providing and highlighting Disney-produced movies which consumers could enjoy. Aside from that, Disney+ Hotstar also offers movies and series from other production houses, Indonesian local films, and also original series that are produced by Disney+ Hotstar which are only available exclusively on the platform. These said original contents vary, ranging from fan-favorite Marvel Studios-produced series, well-loved cartoons from Disney, the famous fiction Star Wars, and et cetera.

The marketing strategy plays a crucial role in enabling and coordinating marketing activities. There are two levels of operation: strategic and tactical. In the strategic marketing plan, and value proposition of the company as well as the target market are identified based on an analysis of the most promising and attractive market prospects. The marketing plan includes product features, promotions, merchandising, pricing, sales channels, and service. (Kotler & Keller, 2016, p.44). In order to succeed in the market, SVOD providers then need to develop a marketing plan that suits consumer needs.



Figure 1. 3 Reasons to Subscribe to SVOD Providers in Indonesia per 2021

Source: Statista (2021)

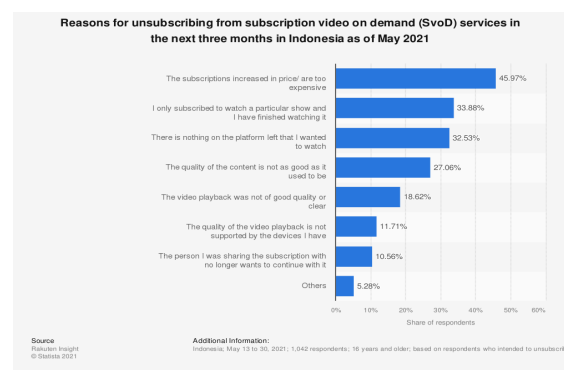


Figure 1. 4 Reasons to Unsubscribe to SVOD Providers in Indonesia per 2021

Source: Statista (2021)

The market data inform insights on consumers' subscriptions and unsubscribing decisions behavior to a certain SVOD provider which are influenced by several factors (Statista, 2021). The viewers' insights from the data provided by Rakuten in collaboration with Statista (2021) shows that consumers' subscription for the SVOD service is predominantly affected because of its perceived ease of use when using, price factors, and content attractiveness. SVOD

services offer larger content variations rather than cable TV, prices that are affordable and worth the value to them, and SVOD platforms are free from advertisements that might interfere with consumers when using the service.

According to previous research, consumers' perceptions of service play a huge role in their decision-making process when deciding to adopt a service, in this case, SVOD services. Solomon (2019, p.117) describes perception as the method of choosing, arranging, and interpreting sensations; it is the rapid response of our sensory receptors (eyes, ears, noses, mouths, fingers, skin) to basic stimuli. The purpose of perception research is to determine how we give meaning to these unprocessed sensations.

Among the factors that affect a consumer's subscription intention is their perception of ease of use when using a product, in this case, an SVOD service provider. In terms of ease of use, it is the level of ease where someone does not feel the need to exert a great deal of effort when using a service (Davis et al., 1989, p.15). A person's perception of ease of use may affect their intention to use a system. In order for users to feel comfortable using technology, it must be simple to use. An earlier study by Zeplin et al. (2021, p.13) also demonstrated that perceived ease of

use had a significant influence on people's intention to watch online movies.

The perceived price value is an important factor in consumer subscriptions and subscription reasons (Statista 2021), which indicates that consumers will cancel their purchase if a subscription fee increases or is perceived as excessive, when the content provided no longer interests consumers, and when the SVOD service's quality and performance decreases. According to a previous study, consumers' perception of a product's price value can influence their decision to subscribe to a service or purchase a product. A perceived price value refers to the consumer's perception of the amount of money they must spend and the benefits and the value that they will get in order to acquire a product or service (Zeithaml, 1988, p.5). Individual perceptions of appropriate prices or better value of money compared with existing alternatives can also be analyzed using the perceived price value (Cheong & Park, 2005, p.130). Based on a study conducted by Lee et al. (2007, p.87) and Yim (2013, p.221), price value is the most vital aspect that could influence consumers' willingness to subscribe to a SVOD service. It is clear that the key to the success of a brand is by offering high-quality products at a reasonable price (Hawkins, 2020, p.203). In other words, not only that price is an

important factor to consumers, the value of the service is also considered vital to them.

An SVOD provider's unique selling points, such as original content, affect consumers' decision to subscribe to that provider (Statista 2021). The release of original content is one of the strategies SVOD services use to gain market share. Offering original content can be one of the ways for streaming services to distinguish themselves among other competitors (Prince & Greenstein, 2013, p.20). According to data collected by Rakuten Insights based on Statista in the first quarter of 2021, SVOD subscribers are influenced by a large variety of content, especially original content provided by providers. Song (2021, p.43) also did a comparative study between Netflix and Amazon Prime Video, by looking at their innovation as the main observable factor. The result indicated that when it comes to TV series, Netflix won over Amazon Prime Video because Netflix's original series have been on trend and very popular the past decade, showing that consumers' preference for original content plays a crucial role in choosing their streaming platform.

Research Problem

The Indonesian market for the subscription video-on-demand service is recently fast developing, where Netflix

and Viu hold the biggest share market until the third quartile of 2021 (AMPD, 2021). To compete in this SVOD market, brands can employ diverse marketing communication strategies to influence consumers' intention to subscribe. The market data from Statista (2021) reported that the advantages of SVOD service, the price offering and the contents offering are significant factors that lead to consumers' subscription and unsubscribing. Previous studies described that the intention of SVOD consumers to purchase a subscription to a certain SVOD provider in India were driven by several factors, such as the availability of original contents, price that are offered, and the quality of the service itself (Nagaraj, 2021, p.8). However, there has not been much academic research addressing such significance in the Indonesian SVOD market context.

Disney+ Hotstar is a SVOD service that recently entered the market competition in Indonesia by performing several marketing communication strategies, by releasing original contents which consumers could enjoy only on Disney+ Hotstar, collaborating with a local internet provider for pricing strategies purposes, and simple user interface and performance so that consumers can use the platforms with ease. How consumers respond to such strategies are still hardly

understood. The market data showed that Disney+ Hotstar still only ranked second, just behind Netflix, among their SVOD competitors in the market share. Thus, this study is conducted to question whether the preceding factors such as consumer's perceptions of ease of use, price value of bundling promotion that are offered, and the attractiveness of promotional strategy in the form of original contents of Disney+ Hotstar, influences their intention to purchase a Disney+ Hotstar subscription.

Research Objective

The aim of this research is to evaluate the influence of consumer's perceived ease of use, perceived price value, and perceived content attractiveness on consumer's subscription intention to Disney+ Hotstar service.

Research Significance

Practically, this research provides empirical data on the influence of consumer's perceptions towards their intention to use a SVOD service. In this case, the writer wants to study the consumers' intention to purchase a Disney+ Hotstar subscription which are affected by the perceived ease of use, price value, and promotional attractiveness, as a result of Disney+ Hotstar marketing communication strategies, so that they could improvise on their selling strategy.

Socially, this study provides empirical data in regard to consumer response toward marketing communication strategies of SVOD service, which is considered as an emerging market in Indonesia. This study provides reference on how the SVOD subscriptions' intention is influenced by how the brand uses bundling promotion and communicates competitive price and attractive contents.

Academically, this study expands the literature on the effectiveness of marketing communication strategies of promotions in terms of the offered price value, original contents as a product positioning in the market, and the convenience of the user interface and performance. Thus, this study describes evidence from Indonesian context on how such marketing communication strategies influence consumer intentions to subscribe for a SVOD service.

Theoretical Framework

The influences of perceived ease of use, perceived price and content attractiveness on consumer's purchasing intention can be explained by the *Extended Unified Theory of Acceptance and Use of Technology (UTAUT2)*. Since SVOD services are vary and competitive. This theory suits to explain how consumers consider several aspects of services before

making a decision on subscribing into the SVOD services.

The aforementioned theory is a developed theory of technology acceptance, which was first derived from Technology Acceptance Model (TAM) that argued that two determinants, perceived usefulness and ease of use, affects someone's intention to adopt and use a technology. However, in 2003, Venkatesh et.al. developed the theory to Unified Theory of Acceptance and Use of Technology (UTAUT), in which two factors were added, namely *Social Influence* and *Facilitating Conditions*, alongside with *Performance Expectancy* and *Effort Expectancy*. In this theory, they look at the term *Perceived Usefulness* as *Performance Expectancy*, and *Perceived Ease of Use* as *Effort Expectancy*, though both terms still stand by the same definitions. *Facilitating Condition* can be defined as the extent to which a person perceives that a system's technological and organizational infrastructure is in place (Venkatesh et. al., 2003, p.20), while *Social Influence* is the level to which consumer behavior to use a technology is directly affected by a significant group of people, such as friends and family (Venkatesh et. al., 2012, p.14). According to UTAUT, behavioral intention and facilitating factors govern technology usage, whereas behavioral intention and

effort expectancy are thought to impact behavioral intention to utilize a technology.

In 2012, Venkatesh et.al. then further extended the theory, from UTAUT to UTAUT2, to add *Hedonic Motivations* alongside *Price Value* and *Habit*. *Hedonic Motivations* can be seen as the fun or pleasure derived from using a technology. For *Price Value*, it can be defined as the perception of both perceived benefits and monetary cost that a consumer has to sacrifice when using a technology, while *Habit* is the degree to which a person feels that behavior is spontaneous (Venkatesh et. al., 2012, p.15).

According to Kim-Prieto et. al. (2005, p.28) and Kaczmarek (2017, p.34), the ultimate purpose of hedonism is pleasure, pleasant affect, or positive emotion. The majority of hedonically motivated individuals spend the majority of their time engaging in activities that they would rather continue than cease (Kahneman, 1999, p.43). Therefore, consumers' attractiveness toward technology can be seen as a hedonistic action since it brings positive feelings to them.

The extension of the theory was provoked because of the critics towards the UTAUT model, which saw the influencing factors of behavioral intention merely from the perspective of an

organization. Contradically, UTAUT2 approached it from the consumer perspective (Venkatesh et.al., 2012, p.17). It can be inferred from the UTAUT2 model's additional factors, which are *Hedonic Motivations*, *Price Value*, and *Habit*, that are essential in a consumer use setting, unlike the organizational use setting in which employees within an organization don't consider these factors when using a technology.

Previous research by Ashraf Elsafty in 2022 has been done using the UTAUT2 model, which resulted in the preceding factors influencing SVOD consumer's subscription intention in Egypt. In this context of research, we will then eliminate some of the factors and focus only on the factors that align with this research, which are Effort Expectancy (Ease of Use), Price Value, and Hedonic Motivation (Content Attractiveness), which all allegedly influence consumer's intention to subscribe to Disney+ Hotstar's service.

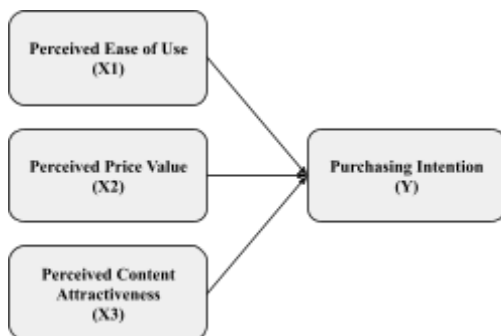


Chart 2.1 Theoretical Framework

Hypothesis

There's an influence of consumers' perception of ease of use when using Disney+ Hotstar, the offered pricing and bundling promotion by Disney+ Hotstar with Telkomsel, and original content attractiveness of Disney+ Hotstar, on the intention to purchase Disney+ Hotstar's subscription.

RESEARCH METHODOLOGY

Research Type

The type of research is explanatory which aims to determine the influence of perceived ease of use (X1), perceived price value (X2), and perceived content attractiveness (X3) on the purchase intention (Y) of Disney+ Hotstar subscription.

Population

In this research, the population is SVOD users around 18 to 34 years old who are also using Telkomsel service, who haven't subscribed to Disney+ Hotstar yet, from all around Indonesia.

Sampling Technique

In this study, the sampling technique that will be used is the non-probability sampling method based on purposive sampling and the sample size in this study will be 100 people.

Data Analysis

The formula that will be used to analyze this data is Multiple Linear Regression. This method is used to determine and test the influence of two or more independent variables to a dependent variable (Sujarweni, 2015, p.144).

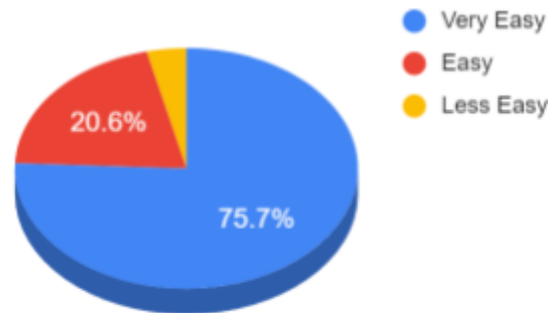
THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED PRICE VALUE OF BUNDLING PROMOTION, PERCEIVED ATTRACTIVENESS OF ORIGINAL CONTENTS, AND DISNEY+ HOTSTAR SUBSCRIPTION INTENTION

Perceived Ease of Use

Ease of use can be seen as the degree in which consumers perceive a system as user friendly and doesn't require much effort and hassle when using it. For this scope of research, ease of use is believed to be one of the top determinants for consumers when deciding to purchase a technological-based product, which in this case is Disney+ Hotstar as a SVOD service provider.

Four questions were provided in the questionnaire, in accordance with the four indicators of consumers' perceived ease of use when using a system; *clear and understandable*, *does not require a lot of mental effort*, *easy to use*, and *easy to get the system to do what the user wants to do*.

Chart 3.2.
Respondent's Overall Perceived Ease of Use
towards Disney+ Hotstar



The preceding four indicators then compiled all together to further measure respondents' perceived ease of use. The collected responses then inferred that the majority of the respondents tend to feel that Disney+ Hotstar is very easy to use, in which it reflected their positive responses towards their perceptions of Disney+ Hotstar's ease of use.

Perceived Price Value

Price value is consumers' overall assessment of the price that they have to pay with the benefits that they will get from purchasing the product. Perceived price is one of the considerations in decision making where consumers tend to evaluate the value of a product or service compared to the price offered before deciding on a purchase.

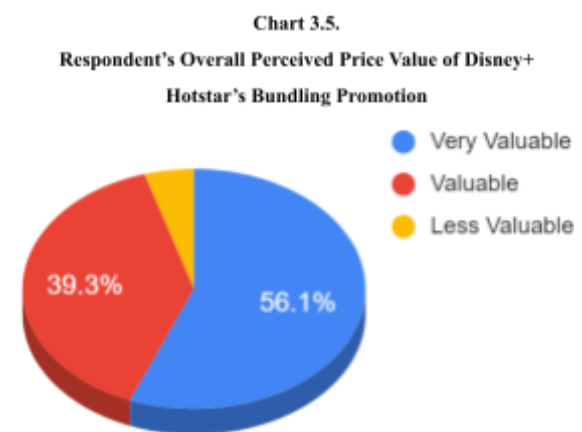
In this research, the author provided the respondents with five questions that best measure consumers' perceived price value towards Disney+

Hotstar's bundling promotion with Telkomsel. The questions were also made based on the initial three price value's indicators, namely *price consciousness*, *value consciousness*, and *price-quality perceptions*.

Respondents were presented with a statement that they tend to choose the lowest price offerings between the two mentioned product bundlings, which are the bundling products of Telkomsel with Disney+ Hotstar as well as with Netflix. The result shows that the majority of the respondents agree with the statement. Some of them also agreed to moderately agree, and there are few respondents that won't pick the lowest price over the expensive one. This might infer that some respondents have certain assessments of quality towards both products, and they are willing to sacrifice higher cost for benefits that they think suits them best.

The second indicator of consumers' perceived price value of Disney+ Hotstar is value consciousness, which is the awareness of the perceived value that comes from the comparison between the expected benefits of a product and the price paid by the consumer. The benefits in question include the internet quota you get, as well as the benefits you get from subscribing to Disney+ Hotstar itself including the content richness and et cetera.

The third indicator of perceived price value is price-quality perception which is related to the consumer's belief that price is a strong indicator of quality. The quality of the service that is being mentioned is the Disney+ Hotstar service, which includes the resolution quality of the contents, as well as the quality service of Telkomsel which includes the speed of the internet from the quota to access Disney+ Hotstar.



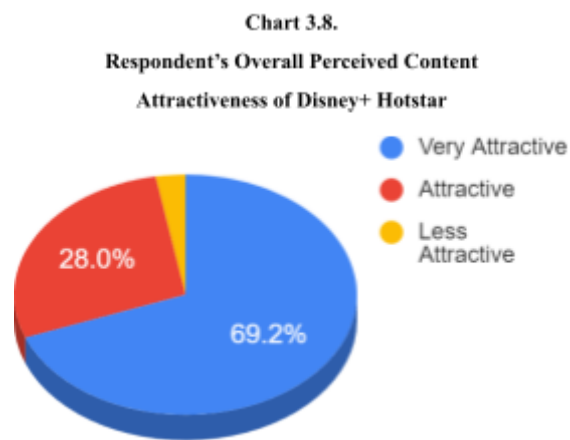
After collecting all the answers related to the preceding indicators, they were all collectively ranged from very valuable to very invaluable. The result then showed that most of the respondents agree that the bundling promotion of Disney+ Hotstar with Telkomsel is very valuable to them, and that all of them have positive assessment towards it.

Perceived Content Attractiveness

Perceived content attractiveness is consumers' perceptions that a visual appearance and functionality of a product

in the form of content is seen as an important feature of product attractiveness for them. Content attractiveness plays an important role in consumer perception and evaluation of the brand in the process of consumer decision making.

Attractiveness of original content as a product is based on two predictors, namely *Design and Quality*. To further measure their perceptions of Disney+ Hotstar’s original contents’ attractiveness, the author provided the respondents with four questions regarding their view towards the attractiveness and importance of both visual appearance and quality of Disney+ Hotstar’s original contents.

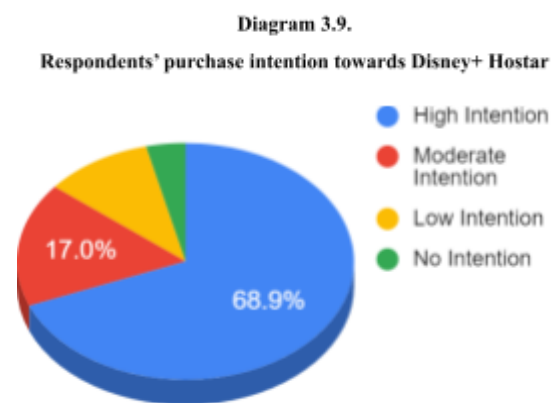


In conclusion, the overall answer was categorized to see consumers’ perception of the attractiveness of Disney+ Hotstar’s original contents. It can be inferred that the majority of the respondents are all very attracted towards the original contents of Disney+ Hotstars, and all of them perceive the original

contents available on Disney+ Hotstar positively.

Purchase Intention

In this study, the purchase intention of Disney+ Hotstar only has one indicator. The indicator is the respondents plan to purchase a subscription to Disney+ Hotstar.



In the purchase intention of Disney+ Hotstar variable, the score variation of the answer will be categorized into 4 classes, namely high intention, medium intention, low intention, and no intention. In measuring this variable, there is one indicator consisting of one question. Respondents were asked whether they have a plan to purchase a Disney+ Hotstar or not. Respondents that have a plan to purchase a Disney+ Hotstar in a span of one month will be categorized as having a high intention, a span of 3 months as medium intention, a span of 6 months as low intention, and having no intention to subscribe at all as no intention.

The chart above translates that a big number of respondents plan to subscribe to Disney+ Hotstar in a span of one month, meaning that they have a high intention to subscribe to Disney+ Hotstar. There's also a small part of respondents that have a moderate intention, and the minority of them choose to subscribe to Disney+ Hotstar in a span of 6 months that indicates low intention, to no intention to subscribe at all.

THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED PRICE VALUE OF BUNDLING PROMOTION AND PERCEIVED CONTENT ATTRACTIVENESS ON DISNEY+ HOTSTAR SUBSCRIPTION INTENTION

In this chapter the hypothesis test results about the influence of the perceived ease of use (X1), perceived price value (X2), and perceived content attractiveness (X3) on the purchase intention of Disney+ Hotstar (Y) will be discussed. To test the hypothesis, this study uses the SPSS (Statistical Product and Service Solution) version 25 application with the Multiple Regression formulas.

Table 1. 1 The Influence of Perceived Ease of Use, Perceived Price Value, and Perceived Content Attractiveness on Disney+ Hotstar Subscription

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.548	3	1.516	2.290	.083 ^a
	Residual	68.181	103	.662		
	Total	72.729	106			

a. Predictors: (Constant), X3, X2, X1
b. Dependent Variable: Y

From the table presented above, it shows the result that the value of the significant level obtained in this Multiple Regression analysis is 0.083, which is greater than the probability value of 0.05. It translates that the significance value is not significant and that there is no simultaneous influence between the variables of perceived ease of use (X1), perceived price value (X2), and perceived content attractiveness (X3) on the purchase intention of Disney+ Hotstar (Y). Therefore, the research hypothesis, which states that there is a positive influence of perceived ease of use, perceived price value, and perceived content attractiveness on the purchase intention of Disney+ Hotstar, is rejected.

Discussion

According to the hypothesis testing conducted in this study, perceived ease of use, perceived price value, and perceived content attractiveness did not have a significant impact on respondents' intentions to purchase Disney+ Hotstar subscriptions. As a result, the UTAUT2 model was not applicable to this study. It

was shown that respondents tend to have a positive perception of ease of use, price value, and content attractiveness, but this does not necessarily indicate that respondents are likely to subscribe to Disney+ Hotstar. In other words, consumers are not influenced by their perception of the ease of use, the price value, or the appeal of the content in Disney+ Hotstar when making their purchasing decision.

Aside from the independent variables used in this study, according to UTAUT2, there are also other factors that may influence the intention of potential consumers to adopt and purchase technology-based products, such as Performance Expectancy, Social Influence, Facilitating Conditions, and Habit. In other words, there are other variables related to the purchasing intentions that are more significant to the respondent.

In this research, the respondents are all in their 20s, which means that they are categorized as Generation Z. Generation Z is a generation of digital natives. Research that was conducted on the State of Gen Z study by Jason Dorsey (2019) inferred that 95% of them are avid smartphone users, 83% of them use laptops, and the rest are using gaming devices and desktop computers. Additionally, age plays a significant role in the modern digital environment (Lee,

2009), which explains why consumers from different age categories have varied expectations.

The data presented above further confirms that Gen Z is a tech-savvy generation that has been immersed in the digital environment from an early age. Therefore, their perception of ease of use does not play a significant role in their decision to purchase a digital product, in this case, a Disney+ Hotstar subscription. According to Liébana-Cabanillas et al. (2018), it is well known that less experienced consumers place a higher value on perceived convenience and comfort of use when determining whether or not to adopt an innovation in the future. Even so, experienced buyers typically conduct an extra in-depth evaluation of a website. As a result, due to a lack of experience, visitors may pay more attention to the user interface than the reason why they are visiting the website. Therefore, it is safe to say that when it comes to using new technology, youthful users are seen as quick learners, but adults are more likely to need to be assisted with help when learning to use new technology. In summary, Gen Z would not be significantly hindered by technological complications when using a system.

Initial research indicates that price does have a significant impact on consumers' decisions when choosing a

product. When assessing price value for a consumer, it is important to consider the sacrifices that they must make as well as the benefits that they will receive from their purchase. The greater the number of consumer needs that a product can satisfy, the higher the quality or the better the product. Consumers will be more likely to buy the product if the product has good quality.

Generally speaking, the likelihood of purchasing decreases with price. According to researchers like Mitchell (2010) and Kara, et al. (2009), consumers do not necessarily view prices as economic expenses but rather as complicated variables that affect their decision to make a purchase. According to them, the pricing of a product could be a signal of product quality, and higher quality is often valued over lower prices.

A bundling promotion created by Disney+ Hotstar and Telkomsel enables consumers to purchase both a one-month Disney+ Hotstar subscription and an internet quota to be able to access the service and enjoy its content in this case. With this bundling, the price is indeed relatively affordable. However, based on the research result that indicates the insignificance of perceived price value on the intention to subscribe, the assumption is that respondents' assessment of Disney+ Hotstar's benefits and quality is not high

enough to influence their intention to subscribe to Disney+ Hotstar. In other words, respondents to this survey may place a greater value on quality than on low prices.

In this research, the influence of consumers' perceived content attractiveness on purchase intention is shown to be not significant. Indeed, the respondents' found that Disney+ Hotstar original contents are enticing to them, but not enticing enough for them to make them subscribe to Disney+ Hotstar. This might be because the respondents of this research have their own preferences and likings when choosing contents that they'd like to see, ranging from thriller, actions, to the Korean drama which is currently very on trend due to the Korean Wave, and that Disney+ Hotstar lack on the content richness that are related with the respondents' unidentified preferences.

Netflix, one of Disney+ Hotstar's biggest competitors, has successfully ridden this wave by releasing original K-dramas. Not only that, those original contents have shown massive success globally, with the oscar-nominated k-drama *Squid Game*, the popular *Crash Landing On You*, and many more. As a result of the success of these K-dramas, it can be concluded that the original Korean dramas are well-loved and are warmly welcomed by SVOD viewers.

As a result, it is evident that the insignificant influence of perceived content attractiveness on Disney+ Hotstar purchase intention is partially due to Disney+ not taking advantage of this Korean Wave, since they have not been releasing as much Korean original content as their big competitors, and that Disney+ Hotstar's original contents variety is not that rich to fit wider range of consumers.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The result of this research shows that there is no simultaneous influence of the perceived ease of use, perceived price value, and perceived content attractiveness on the purchase intention of Disney+ Hotstar

Recommendations

1. From the result of the study, it can be inferred that no influence of perceived ease of use, perceived price value, and perceived content attractiveness, were found on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar as a brand should not be focusing solely on the ease of use, price value, and content attractiveness factors when looking for things that influence consumers' purchase intention of Disney+ Hotstar.
2. It has been shown from the data of this research that perceived ease of use has no influence on Disney+ Hotstar's purchase intention. Regardless, Disney+ Hotstar can still make room for the improvement of the service to be more useful and user-friendly so that Disney+ Hotstar can be more enjoyable to access for all generations of potential consumers.
3. The result of this study indicates that the perceived price value of bundling promotion doesn't have any influence on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar alongside Telkomsel can increase the value and quality of both the promotion and service, even if it means that price point will be increased, since potential consumers will allegedly prioritize high value and quality over low price.
4. The result of this study shows that perceived content attractiveness has no influence on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar does not need to focus on promoting and releasing original contents, because it was proven from the research that it does not influence the purchase intention. It is not a strategic move for Disney+ Hotstar if they want to increase the purchase intention. However, if the

goal is to increase awareness and attractiveness of the product, it can be a better idea for Disney+ Hotstar to produce and release original contents, especially ones that are quality-wise and visually pleasing, and more universally variative so that they can attract and fit a wider segment of the market.

Research Limitations

1. This research was held during the pandemic situation, in which the researcher wasn't able to identify and spread the questionnaire directly to the respondents. This situation requires the researcher to conduct the research online, so that the researcher is not able to distribute questionnaires to a more significant number.
2. The lack of experience conducting research and producing academic papers of such a large size individually that the researcher might possess, resulted in the lack of depth and generality of discussions, compared to the works of experienced scholars.

Bibliography

Basuki, Ribut, Hotlan Siagian, and Zeplin Jiwa Husada Tarigan. 2021. "The Influence Of The Technology Acceptance Model Using Social Media In Indonesian Film

Consumer Engagement." *The 2nd International Conference on Social Sciences and Humanities (ICSH)*.

Baxter, Mike R. 1995. *Product Design: Practical Methods for the Systematic Development of New Products*. London: Chapman & Hall.

Bernadette, Szajna. 1996. "Empirical Evaluation of the Revised Technology Acceptance Model." *Management Science* 42(1):85–93. doi: <http://dx.doi.org/10.1287/mnsc.42.1.85>.

Bloch, Peter H. 1995. "Seeking Design and the Product Form: Ideal Consumer Response." *Journal of Marketing* 59(3):16–29. doi: <https://doi.org/10.2307/1252116>.

Burton, Scot, Donald R. Lichtenstein, Richard G. Netemeyer, and Judith A. Garretson. 1998. "A Scale for Measuring Attitude toward Private Label Products and an Examination of Its Psychological and Behavioral Correlates." *Journal of the Academy of Marketing Science* 26(4):293–306. doi: <https://doi:10.1177/0092070398264003>.

Cheong, Je Ho, and Myeong-Cheol Park. 2005. "Mobile Internet Acceptance in Korea." *Internet Research* 15(2):125–40. doi: <https://doi.org/10.1108/10662240510590324>.

Chiang, Chun-Fang, and SooCheong Shawn Jang. 2007. "The Effects of Perceived Price and Brand Image on Value and

- Purchase Intention: Leisure Travelers' Attitudes toward Online Hotel Booking." *Journal of Hospitality & Leisure Marketing* 15(3):49–69. doi: https://doi.org/10.1300/J150v15n03_04.
- CNN Indonesia. 2020. "Jejak Kehadiran Layanan Streaming Di Indonesia." Retrieved September 29, 2022 (<https://www.cnnindonesia.com/hiburan/20201121151026-220-572756/jejak-kehadiran-layanan-streaming-di-indonesia>).
- Cohen, Louis, Lawrence Manion, and Keith Morrison. 2007. *Research Methods in Education*. 6th Editio. London, New York: Routledge Falmer.
- Crilly, Nathan, James Moultrie, and P. John Clarkson. 2004. "Seeing Things: Consumer Response to the Visual Domain in Product Design." *Design Studies* 25(6):547–77. doi: <https://doi.org/10.1016/j.destud.2004.03.001>.
- Davis, Fred D., Richard P. Bagozzi, and Paul R. Warshaw. 1989. "User Acceptance of Computer Technology: A Comparison of Two Theoretical Models." *Management Science* 35(8):982–1003. doi: <https://doi.org/10.1287/mnsc.35.8.982>.
- Dodds William, B., and B. Monroe Kent. 1991. "Grewal Dhruv.(1991),“.” *Effects of Price, Brand, and Store Information on Buyers' Product Evaluations,*” *Journal of Marketing Research* 28(3):307–19. doi: <https://doi.org/10.2307/3172866>.
- Fishbein, Martin, and Icek Ajzen. 1977. "Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research." *Philosophy and Rhetoric* 10(2):177–88.
- Florenthal, Bela. 2019. "Young Consumers' Motivational Drivers of Brand Engagement Behavior on Social Media Sites: A Synthesized U&G and TAM Framework." *Journal of Research in Interactive Marketing* 13(3):351–91. doi: <https://doi.org/10.1108/JRIM-05-2018-0064>.
- Gadget Samsung. 2013. "Mengenal Istilah Streaming. GadgetSamsung." Retrieved September 29, 2022 (<http://gadgetsamsung.com/mengenal-istilah-streaming-gostrim/>).
- Hasan, Venni Ariestya. 2017. "Analisis Faktor-Faktor Yang Mempengaruhi Willingness To Subscribe: Telaah Pada Layanan Video On Demand Netflix." *Ultima Management: Jurnal Ilmu Manajemen* 9(1):22–38. doi: <https://doi.org/10.31937/manajemen.v9i1.595>.
- Hayes, J. Bryan, Bruce L. Alford, Lawrence Silver, and Rice P. York. 2006. "Looks Matter in Developing Consumer-brand Relationships." *Journal of Product & Brand Management* 15(5):306–15. doi: <https://doi.org/10.1108/10610420610685875>.
- Hoyer, Wayne D., and Deborah J. MacInnis. 2012. *Consumer Behavior*. 4th editio.

- Boston: Houghton Mifflin.
- Johnson, R. Burke, and Anthony J. Onwuegbuzie. 2004. "Mixed Methods Research: A Research Paradigm Whose Time Has Come." *Educational Researcher* 33(7):14–26. doi: <https://doi.org/10.3102/0013189X033007014>.
- Kotler, Philip, and Gary Armstrong. 2013. *Principles of Marketing*. New Jersey: Prentice-Hall, Englewood Cliffs.
- Lee, Jung-Woo, Moon-Kyu Lee, and Hong-Joon Choi. 2007. "Conjoint Analysis of Online Content: A Case of Video on Demand Service." *The Journal of Society for E-Business Studies* 12(4):85–98.
- Littlejohn, Stephen W. Littlejohn, and Karen A. Foss. 2009. *Teori Komunikasi, Theories of Human Communication*. Edisi 9. Jakarta: Salemba Humanika.
- McCloskey, Donna Weaver. 2006. "The Importance of Ease of Use, Usefulness, and Trust to Online Consumers: An Examination of the Technology Acceptance Model with Older Customers." *Journal of Organizational and End User Computing (JOEUC)* 18(3):47–65. doi: [10.4018/joeuc.2006070103](https://doi.org/10.4018/joeuc.2006070103).
- McGuire, William J. 1985. *Attitudes and Attitude Change*. edited by G. Lindzey and E. Aronson. New york: Random House.
- Meilin, Jin. 2020. "A Study on the Influence of Originality and Usefulness of Artificial Intelligence Music Products on Consumer Perceived Attractiveness and Purchase Intention." *Journal of the Korea Society of Computer and Information* 25(9):45–52. doi: [10.9708/jksci.2020.25.09.045](https://doi.org/10.9708/jksci.2020.25.09.045).
- Mothersbaugh, David L., Del I. Hawkins, Susan Bardi Kleiser, Linda L. Mothersbaugh, and Carolyn Findley Watson. 2020. *Consumer Behavior: Building Marketing Strategy*. 14th editi. New york: McGraw-Hill Education.
- Nagaraj, Samala, Soumya Singh, and Venkat Reddy Yasa. 2021. "Factors Affecting Consumers' Willingness to Subscribe to over-the-Top (OTT) Video Streaming Services in India." *Technology in Society* 65:101534. doi: <https://doi.org/10.1016/j.techsoc.2021.101534>.
- Nurhayati-Wolff, Hanadian. 2021a. "Preferred SvoD Services Indonesia 2021 Published by Hanadian Nurhayati-Wolff, Aug 31, 2021 According to a Survey on Preferred Subscription Video on Demand (SvoD) Services Conducted by Rakuten Insight in May 2021, Approximately 72 Percent of Indonesian Res." *Statista*. Retrieved September 29, 2022 (<https://www.statista.com/statistics/1260227/indonesia-leading-subscription-video-on-demand-services/>).
- Nurhayati-Wolff, Hanadian. 2021b. "Reasons

- for Subscribing to SvoD Providers Indonesia 2021 Published by Hanadian Nurhayati-Wolff, Aug 30, 2021 According to a Survey on Subscription Video on Demand (SvoD) Conducted by Rakuten Insight in May 2021, Approximately 58 Percent of Indonesian Resp.” *Statista*. Retrieved September 29, 2022 (<https://www.statista.com/statistics/1259841/indonesia-reasons-for-subscribing-to-subscription-video-on-demand-providers/>)
- Nurhayati-Wolff, Hanadian. 2021c. “Reasons for Unsubscribing from Subscription Video on Demand (SvoD) Services in the next Three Months in Indonesia as of May 2021.” *Statista*. Retrieved September 29, 2022 (<https://www.statista.com/statistics/1260377/indonesia-reasons-for-unsubscribing-from-subscription-video-on-demand-services/>).
- Petty, Richard E., and John T. Cacioppo. 1984. “Source Factors and the Elaboration Likelihood Model of Persuasion.” *ACR North American Advances* 11:668–72.
- Ponterotto, Joseph G. 2005. “Qualitative Research in Counseling Psychology: A Primer on Research Paradigms and Philosophy of Science.” *Journal of Counseling Psychology* 52(2):126.
- Prince, Jeffrey, and Shane Greenstein. 2017. “Measuring Consumer Preferences for Video Content Provision via Cord-cutting Behavior.” *Journal of Economics & Management Strategy* 26(2):293–317. doi: <https://doi.org/10.1111/jems.12181>.
- Saini, Ritesh, and Ashwani Monga. 2008. “How I Decide Depends on What I Spend: Use of Heuristics Is Greater for Time than for Money.” *Journal of Consumer Research* 34(6):914–22. doi: <https://doi.org/10.1086/525503>.
- Shahshahani, Saeid. 2019. “Brand Compatibility with the Spirit of Customers and Its Influence on Customer Attraction.” *International Journal for Modern Trends in Science and Technology* 5(4):30–34. doi: <https://doi.org/10.1086/525503>.
- Shahshahani, Saeid, Brand Compatibility with the Spirit of Customers and Its Influence on Customer Attraction (May 18, 2019). Available at SSRN: <https://ssrn.com/abstract=3390370> or <http://dx.doi.org/10.2139/ssrn.3390370>.
- Sokolova, Karina, and Hajer Kefi. 2020. “Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions.” *Journal of Retailing and Consumer Services* 53:101742. doi: <https://doi.org/10.1016/j.jretconser.2019.01.011>.
- Solomon, Michael R. 2010. *Consumer Behaviour: A European Perspective*. 4th editio. New Jersey: Prentice Hall/Financial Times.

- Song, Minzheong. 2021. "A Comparative Study on Over-The-Tops, Netflix & Amazon Prime Video: Based on the Success Factors of Innovation." *International Journal of Advanced Smart Convergence* 10(1):62–74. doi: <https://doi.org/10.7236/IJASC.2021.10.1.62>.
- Surendran, Priyanka. 2012. "Technology Acceptance Model: A Survey of Literature." *International Journal of Business and Social Research* 2(4):175–78. doi: <https://doi.org/10.18533/ijbsr.v2i4.161>.
- Tjoe, Fandy Zenas, and Kyung-Tae Kim. 2016. "The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetic Products in Indonesia." *Journal of Distribution Science* 14(9):65–72. doi: <https://doi.org/10.15722/jds.14.9.201609.65>.
- Venkatesh, Viswanath, and Fred D. Davis. 2000. "A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies." *Management Science* 46(2):186–204. doi: <https://doi.org/10.1287/mnsc.46.2.186.11926>.
- Wang, Yu-Yin, Hsin-Hui Lin, Yi-Shun Wang, Ying-Wei Shih, and Ssu-Ting Wang. 2018. "What Drives Users' Intentions to Purchase a GPS Navigation App: The Moderating Role of Perceived Availability of Free Substitutes." *Internet Research* 28(1):251–74. doi: <https://doi.org/10.1108/IntR-11-2016-0348>.
- Wayne, Michael L. 2018. "Netflix, Amazon, and Branded Television Content in Subscription Video on-Demand Portals." *Media, Culture & Society* 40(5):725–41. doi: <https://doi.org/10.1177/016344371773611>.
- Wu, Jen-Her, and Shu-Ching Wang. 2005. "What Drives Mobile Commerce?: An Empirical Evaluation of the Revised Technology Acceptance Model." *Information & Management* 42(5):719–29. doi: <https://doi.org/10.1016/j.im.2004.07.001>.
- Yim, Jung Su. 2013. "Conjoint Analysis of Users' Preference on VOD Service of Television Contents." *Korea Association for Broadcasting and Telecommunication Studies* 27(5):204–43.
- Zeithaml, Valarie A. 1988. "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence." *Journal of Marketing* 52(3):2–22. doi: <https://doi.org/10.1177/002224298805200302>.