

Online Streaming Services Uses During The COVID-19 Pandemic in Indonesia

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Abstract

The COVID-19 pandemic accelerates the adoption of online streaming service around the world, including online streaming services, which is now starting to be used in Indonesia, like Netflix. This study assumes that consumers search for emotional and instrumental satisfaction when they start to watch any video or live streaming on their digital devices. Therefore, this study is based on two theories about technology adoption: the Technology Acceptance Model (TAM) and Uses Gratification Theory (UGT), to explore perceived ease of use and perceived usefulness from users' perceptions. By adding perceived risk perception related to the COVID-19 pandemic. This study aims to explore users' perceptions of online streaming services and describe their motivation to use the services. This study uses Smart PLS-SEM as analyze tool. There are 203 respondents used in this study. The research result shows that perceived ease of use positively and significantly affects perceived usefulness. Perceived usefulness, ritualized use, and instrumental use positively and significantly affect the intention to use Netflix. However, this study can't prove the effect of perceived ease of use and perceived risk perception on intention to use Netflix. Furthermore, perceived usefulness positively and significantly mediates the effect between perceived ease of use to intention to use Netflix.

Keywords: Online Streaming Services; Netflix; TAM; UGT

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1. INTRODUCTION

The COVID-19 pandemic has increasingly prompted changes in people's behavior to use various online media, including online streaming media such as Spotify, Joox, Youtube, Disney Hotstar+, and Netflix. This was accelerated by the existence of supporting infrastructure such as the development of the internet and the entry of the 4G era nationally, as well as President Joko Widodo's mandate to

accelerate digital transformation, which eventually became the National Digital Literacy Movement program organized by the Ministry of Communication and Information (Kemkominfo, n.d.) through the Directorate General of Aptika.

Currently, several media companies offer high-quality video streaming services that can be accessed via digital and mobile technology, which are even used to obtain information about political issues or events (Groshek & Krongard, 2016). Online users can access streaming services via the home internet, mobile devices, and even across media (Lim et al., 2015). Widely used by the younger generation, who currently subscribe to many online TV channels and video streaming services, some young people are motivated to spend more time binge-watching to avoid being isolated from their social environment. The online streaming service currently widely used in Indonesia and around the world is Netflix. Netflix is a subscription-based streaming service that allows its members to watch movies and TV shows without ads on users' devices connected to the internet. It can even be downloaded via iOS, Android, or Windows 10 devices to watch without an internet connection. Netflix can be watched on smart TVs, smartphones, PCs, tablets, and game consoles (Netflix Indonesia). Until 2020, Netflix's total subscribers reached 203.7 million people. The addition of new users during the pandemic in 2020 reached 36.6 million. This is the highest addition of new users during Netflix's operation.

Digitalization in Indonesia is developing along with changes in people's behavior who switch from conventional services to various digital services. This is driven by supporting infrastructure and the digital transformation acceleration program from the Ministry of Communication and Information (Kemkominfo). In the future, various digital services will emerge, including digital citizenship to support various civil and state affairs, such as making ID cards, NPWP maybe even online trials. For this reason, research on digitalization and acceptance of technology by the community is very important.

This study assumes that consumers seek emotional and instrumental satisfaction by watching videos or live broadcasts through their digital devices. Therefore, this study is based on the Technology Acceptance Model (TAM) and Uses Gratification Theory (UGT) to investigate the ease of use and usability of this technology by users (Rauniar et al., 2014; Scherer et al., 2019; Wallace & Sheetz, 2014), as well as their ritual and instrumental motivation, (Joo & Sang, 2013; Kaur et al., 2020) which in turn will have a positive and significant effect on their behavioral intention to use it. Therefore, this study uses TAM and UGT as a reference for data collection.

In building consumer intentions to use online streaming services, several factors influence it. According to research results from Camilleri & Falzon (2021), perceived benefits encourage consumer motivation to access online streaming services. Respondents revealed that streaming technology allows them to view TV programs and record videos faster than traditional TV or satellite TV customer service. They benefit from TV services and online video streaming. These results are in line with the Technology Acceptance Model (TAM) theory which states that the two main variables influencing a person's acceptance of information technology are perceived ease of use and perceived usefulness. Therefore, when technology is easy to use and feels useful, someone will be happy and without coercion to use the technology. In addition, research by Camilleri & Falzon (2021) also concludes that the use of rituals significantly influences users' intentions to use online streaming

services. Respondents use online streaming services as a habit during their routine. This conclusion follows the UGT principle, which assumes that individuals use online media technology to increase satisfaction and as a form of entertainment. In this study, it was also found that people use online streaming services for instrumental use and to watch informative programs such as news and talk shows and entertainment programs such as movies and drama series.

According to Zhong et al. (2021), the risk is another factor influencing one's intentions. His research concludes that physical and psychological risks (physical risk and psychological risk) are vital factors in consumer consumption patterns. The COVID-19 pandemic makes a person feel a great psychological risk and have concerns about being infected with the coronavirus outside the home. This consumption pattern is expected to continue to be influenced by these negative emotions long-term. The study of Dryhurst et al. (2020), which mapped perceptions of COVID-19 risk in ten countries, showed that public risk perceptions were higher in those with direct personal experience with the virus. The study of Lee & Deale (2021) also showed that the level of sensitivity and anxiety to the coronavirus influenced the risk perception of using shared accommodation. Significant physical and psychological risks, such as fear of being infected with the coronavirus, will influence a person to withdraw and be reluctant to leave the house and use shared services such as restaurants, hotels, malls, cinemas, schools, and even workspaces. Consumers' concerns about returning to using cinemas have shifted consumer behavior to online streaming services that can be used from home.

COVID-1 has occurred all over the world. In Indonesia, digitalization in the entertainment sector is developing. This study aims to analyze how the development of digitalization can be adopted by the Indonesian people, especially in terms of digital services in their daily lives, and whether it has also been accelerated by COVID-19. Therefore, this study aims to explore consumer perceptions of online streaming services and explain consumer motivation to use them. The objectives to be achieved are to analyze the effect of perceived ease of use, perceived usefulness, ritualized use, instrumental use, and perceived risk perception on intention to use Netflix as online streaming service and analyze the mediating effect of mediating perceived usefulness on perceived ease of use, and intention to use Netflix as online streaming service.

2. LITERATURE REVIEW

TAM is widely used in various studies to explore one's perception of using different technologies. TAM consists of two core constructs to measure user motivation to use certain technologies: "perceived ease of use" and "perceived usefulness". Several previous studies concluded a positive relationship between perceived ease of use and perceived usefulness. Camilleri & Falzon (2021) concluded that perceived benefits encourage consumer motivation to access online streaming services. It is revealed that online streaming technology allows one to view TV programs, movies, drama series, or other entertainment faster than conventional TV customer service. Trivedi & Yadav (2018) also found that ease of use has good explanatory power for reuse intent. Bhatti et al. (2018) found that the convenience of online purchases, or in other words, the ease of use of online shopping services, has a positive effect on customer intentions in choosing online shopping modes.

In their research, Camilleri & Falzon (2021) concluded that an individual's perceived usefulness positively affect the intention to use technology. Even users are committed to using their smart devices to access their favorite online programs via streaming technology. Sheppard & Vibert (2019) show that perceived usefulness influence and moderate motivation to use technology. The results of Trivedi & Yadav (2020) research show that ease of use has a significant positive relationship with reuse intention.

Online TV platforms as a new alternative for broadcasters to compete with rising online video-on-demand services such as Netflix. Due to the long-term interaction between streaming services and users, rather than focusing on the first point of technology adoption, this study focuses on the sustainable use by consumers through a usage diffusion model. A better understanding of the interaction between use and self-investment over time is the first research goal of the current study (van der Linden et al., 2020). The study of Cebeci et al. (2019) also concludes that ease of use is correlated to reuse. The results of Yang & Lee (2018) also show that flow and perceived usefulness, two mediating variables, significantly affect usage intentions. Interestingly, functionality and ease of use affect perceived usefulness indirectly through the flow.

Another study from Raf Buyle et al. (2018) regarding readiness to accept smart city technology failed to prove a positive influence between perceived usefulness and intention to use. This is associated with a price that users may consider too high, thereby eliminating the focus on benefits and convenience. In other words, barriers such as cost can cause users to develop negative attitudes, leading to reluctance to use the technology or service. However, ease of use was found to have a positive and significant effect on perceived usefulness. Another study by Qinghong Cui et al. (2021) regarding the intention to use BIM Technology found that ease of use positively influences users' perceived usefulness. According to Humbani & Wiese (2019), in their research on the adoption and repeated use of mobile payment applications, it is not proven that perceived usefulness have a positive effect on intentions to use mobile payment applications. This may be related to consumers not being motivated by past benefits but by future benefits. No matter how good a mobile payment system was in the past, its future use is based on the expectation of future benefits. For this reason, the motivation to continue using a mobile payment application depends on its expected future benefits, not just its usefulness.

Users' non-utilitarian gratifications, including fun and entertainment, can influence their behavioral intention to continue using technology, such as mobile devices (Camilleri & Camilleri, 2020; Nikou & Economides, 2017). UGT assumes that individuals use media technology to increase their satisfaction. UGT has been widely used to explore various media use and better understand consumers' motivations for using them. Of course, individuals will have different motivations for using identical media and may also exhibit different satisfaction levels. In light of this, other studies explored the effects of individuals' "ritual use" and their "instrumental use" of online streaming technologies (Leung, 2015). In this case, this empirical research focuses on the individual consumption behavior of online streaming technology, namely Netflix. UGT is used to explore individual motivations for online streaming services that can be accessed via smart TVs, smartphones, and tablets.

Instrumental use of media, in general, is more directed and involved, while ritual use is more habitual and less cognitively engaged. In other words, we can conclude

that instrumental media use can trigger stress and that ritualistic media use can be relaxing and distracting. To some extent, activity in solitude with this tablet will affect the goal of optimizing mood, changing unpleasant moods, increasing feelings of mediocrity, and possibly reducing boredom (Leung, 2015). Camilleri & Falzon (2021) found that a person's motivation for ritual use of streaming technology (to watch entertaining programs such as movies and recorded TV series) was a significant antecedent of their intention to use the technology. Individuals' ritual use to use streaming technology was found to significantly affect their intention to use it. Someone uses online streaming technology as a habit to break the routine.

The perceived physical risk of being infected with COVID-19 will reduce consumer demand for consuming services outside the home because they want to avoid exposure to physical threats. Consumers show higher perceptions of social, physical, performance, and comfort risks during and after a pandemic (Lee & Deale, 2021). It was also found that perceived psychological risk has a negative effect on consumer intentions (Zhong et al., 2021). Research results by Pham et al. (2020) showed that the COVID-19 pandemic significantly impacts the online shopping behavior of Vietnamese customers, meaning that consumers prefer to use online services rather than come in person. Another study on using e-wallets during the COVID-19 pandemic concluded that the perception of risk directly affects the intention to use an e-wallet. The study also concludes that there are differences between Indonesia and Malaysia in the government's support and intention to use the e-wallet. This study highlights that COVID-19 can drive customers' intention to use e-wallets (Aji et al., 2020). Other research on changes in purchasing behavior from offline to online shows that perceptions of health risks influence consumers' online shopping behavior. This means that the potential for higher health risks in physical stores and positive consumer perceptions of the behavior of online retail sites in providing services can encourage consumers to shop online during the COVID-19 pandemic. This study proves that the COVID-19 pandemic has changed consumer shopping behavior and preferences. Because they are afraid of the virus, they tend to shop online to minimize physical contact and suppress the virus's spread to maintain their and their families' health (Fihartini et al., 2021).

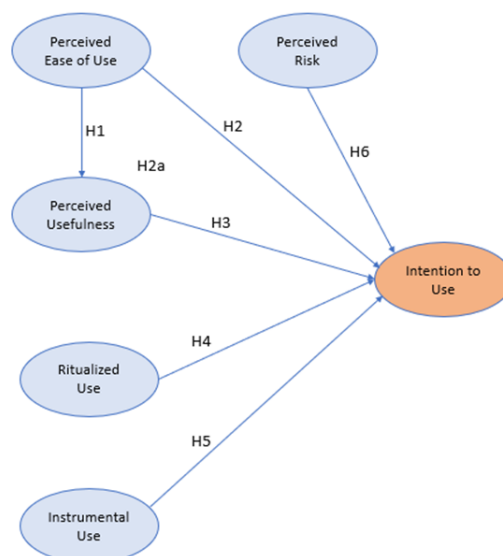


Figure 1. Research Conceptual Framework

3. METHODOLOGY

This research uses the purposive sampling method or non-probability sampling. This study uses primary data obtained by distributing research questionnaires online. The sample size is determined according to the method used, SEM (Structural Equation Modeling). Based on Hair et al. (2017) recommends a minimum sample size of 100-200 samples. Research variables were measured using a questionnaire distributed with each research item and indicator. This indicator was adapted from previous research. The questionnaire was then modified, translated, and developed to be appropriate and relevant to the research objectives. Furthermore, a five-point Likert-type measurement scale was used as a reference to measure all research variables, namely a scale of 1 strongly disagree – 5 strongly agree. This study uses a convergent validity test based on the AVE value being met if the AVE value > 0.7, and this value can prove that the convergence is sufficient. The reliability test results in this study showed that all constructs were considered reliable and without bias if all the variables studied had Cronbach alpha and construct reliability above 0.7 (Sarjono & Julianita, 2019). The variables in this research are perceived ease of use, perceived usefulness, ritualized use, instrumental use, perceived risk, and intention to use. Respondents in this study are Netflix subscribers in Indonesia, who have used Netflix for at least two months, made their payments, and are 17-40 years old. Data collection was carried out for two months.

This research uses the Partial Least Square-Structural Equation Model (PLS-SEM). There are two evaluation stages of the measurement model used: the measurement model (outer model) and the structural model (inner model). The purpose of the two stages of evaluating the measurement model is to assess the validity and reliability of a model.

4. RESULT AND DISCUSSION

Table 1. Factor Loading Value

Variable	Indicator	Outer Loading	Decision
Perceived Ease of Use (PEOU)	PEOU1	0,787	Valid
	PEOU2	0,812	Valid
	PEOU4	0,831	Valid
	PEOU5	0,740	Valid
Perceived Usefulness (PU)	PU1	0,771	Valid
	PU2	0,831	Valid
	PU3	0,786	Valid
	PU5	0,726	Valid
Ritualized Use (RU)	RU4	0,818	Valid
	RU5	0,869	Valid
	RU6	0,893	Valid
Instrumental Use (IU)	IU2	0,793	Valid
	IU3	0,767	Valid
	IU4	0,849	Valid
	IU5	0,851	Valid
Perceived Risk Perception (PR)	PR1	0,918	Valid
	PR2	0,856	Valid

Intention to Use (ITU)	ITU1	0,834	Valid
	ITU3	0,846	Valid
	ITU4	0,855	Valid
	ITU5	0,859	Valid

Source: Smartpls 3.0 Data Processing Results (2022)

A convergent validity test is used to see the relationship between the indicator value and the construct value. The convergent validity test can be seen through the factor loading value, which is expected to be obtained by 0.7. Based on the results of the evaluation process with 203 respondents in Table 1, it can be seen that the loading factor values for the latent variables all managed to meet the first requirements, namely 0.7 and 6 were still tolerable. Therefore we can continue for the next test.

Table 2. Cronbach's Alpha and Composite Reliability Value

Construct	Cronbach's Alpha	Composite Reliability
PEOU	0.803	0.871
PU	0.783	0.861
ITU	0.871	0.912
IU	0.832	0.888
RU	0.825	0.895
PR	0.734	0.881

Source: Smartpls 3.0 Data Processing Results (2022)

Based on the data presented in the table above, the composite reliability value of all research variables is > 0.7, and Cronbach's alpha value is > 0.6. These results indicate that each variable has met the reliability, so it can be concluded that all variables have a high level of reliability.

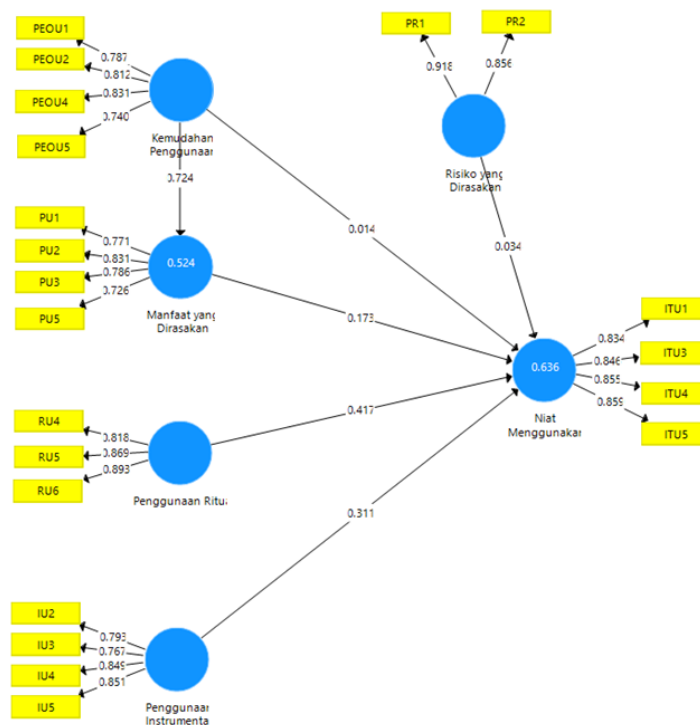


Figure 2. PLS Algorithm Structural Model

Figure 1 shows the structural model description obtained by running the PLS Algorithm on the Smart PLS 3.0 application. The figure shows that the r-square value contained in the two latent (endogenous) constructs, among others, Perceived Usefulness and Intention to Use. To facilitate the process of evaluating and interpreting the r-square value, criteria are used. Namely, the r-square value of 0.75 indicates a strong structural model, the r-square value of 0.50 indicates a moderate structural model, and the r-square value of 0.25 indicates a weak structural model (Ghozali & Latan, 2015: 78).

Table 3. R-Squares dan Q-Squares Value

Construct	R-squares (R ²)	Q-Squares (Q ²)
PU	0.524	0.522
ITU	0.636	0.627

Source: Smartpls 3.0 Data Processing Results (2022)

Based on table 3, it can be seen that the perceived usefulness variable has a value of 2 of 0.524 (52%) which means that the Perceived Ease of Use variable successfully explained the perceived usefulness variable in this study by 52% (moderate structural model). In comparison, the remaining variables (48%) were explained by the variables others outside the model. The Intention to Use variable is 0.636 (63%). It means that the Intention to Use variable in this study was successfully explained by the variables Perceived Ease of Use, perceived usefulness, ritualized use, Instrumental Use, and Perceived Risk of 63% (moderate structural model, while other variables outside the model explain the rest (37%). In addition to evaluating the value of 2 as a predictive accuracy criterion, this study will also test the value of 2 as a criterion of predictive relevance (observation value). Table 3 shows the value of 2 on the perceived usefulness (0.522), moderate prediction, and intention to use variable (0.627; moderate prediction). This means that the model in this study has a good predictive relevance.

Table 4. Direct Effect Hypothesis Test

	Path Coefficient	T Statistics	P Values	Result
PEOU -> PU	0.724	18.880	0.000*	Significant
PEOU -> ITU	0.014	0.224	0.832	Not Significant
PU -> ITU	0.173	1.775	0.088**	Significant
IU -> ITU	0.311	3.737	0.000*	Significant
RU -> ITU	0.417	7.140	0.000*	Significant
PR -> ITU	0.034	0.591	0.548	Not Significant

Notes: Significant <0.05*, Significant <0.1**

Symbol -> means correlation

Source: Smartpls 3.0 Data Processing Results (2022)

Table 5. Indirect Effect Hypothesis Test

	<i>Path Coefficient</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Result</i>
PEOU -> PU > ITU	0.125	1.716	0.087**	Significant

Notes: Significant <0.05*, Significant <0.1**

Source: Smartpls 3.0 Data Processing Results (2022)

Based on the evaluation results in Table 4, it is known that the path coefficient value is 0.724. This shows that the ease of use of the Netflix online streaming service has a positive and significant effect on the perceived usefulness. In addition, the significance value (p-value) obtained is 0.000 ($p < 0.05$). Thus, it can be concluded that the ease of use of the Netflix online streaming service has a positive and significant effect on the perceived usefulness. These results follow the research of Camilleri & Falzon (2021), which found a positive and significant effect between ease of use and the perceived usefulness of using online streaming services. The results of this study validate the TAM theory, which states that the user's perception of ease of use will affect the benefits they feel.

These results also follow the research from Camilleri & Camilleri (2020), where the ease of use of online educational games has a positive and significant effect on student satisfaction. As in the study of Cebeci et al. (2019), users who have self-efficacy using Netflix or other new technology feel they can use it without problems. Therefore, ease of use is important for users of online streaming services like Netflix. In particular, manufacturers of new technologies must educate users about their products. Netflix users will believe they can easily use and utilize its services with sufficient knowledge.

Evaluation results Table 4 shows the path coefficient value of 0.014. This shows that the ease of use of Netflix's online streaming service has no positive and significant effect on the intention to use. In addition, the significance value (p-value) obtained is 0.832 ($p > 0.05$). Thus, it can be concluded that the ease of use of Netflix's online streaming service has no positive and significant effect on the intention to use. Similar to previous research from Camilleri & Falzon (2021), which did not find a direct effect between perceived ease of use and user intention to use online streaming services.

The results show that based on the analysis of path coefficient values, t-statistics and p-values are listed in Table 5. It is known that the perceived usefulness variable mediates the effect of ease of use on intention to use (p-value = 0.125 > 0.05). Furthermore, the evaluation of the mediation model is carried out based on Table 4 The first path analysis (a) shows that there is a direct effect of ease of use on perceived usefulness (p-value = 0.000 < 0.05). The second analysis (b) shows that there is a direct effect of perceived benefits on intention to use (p-value = 0.088 > 0.1). The third path analysis (c) shows that there is no direct effect of ease of use on intention to use (p-value = 0.823 > 0.05). Thus, the analysis results show that the benefits here are included in the "Has a Mediation Effect" category.

These results agree with a previous study by Camilleri & Falzon (2021), which described a full mediation of perceived usefulness with ease of use and intention to use. The results of this evaluation are also in accordance with Raf Buyle et al. (2018)

research, where ease of use is positively and significantly correlated with perceived usefulness. If the online streaming service is considered easy to use, then this service will also be considered useful. Finally, software development companies can be inspired by the results of this study to better consider software functionality from the perspective of ease of use and convenience (Qinghong Cui et al., 2021). The evaluation results in Table 4 show the path coefficient value of 0.173. In addition, the significance value (p-value) obtained is 0.088 ($p > 0.1$). This shows that the perception of the benefits of using the Netflix online streaming service has a positive and significant effect on the intention to use because it meets $p > 0.1$. Thus, it can be concluded that the perception of the benefits of using the Netflix online streaming service has a positive and significant effect on the intention to use the Netflix online streaming service. These results align with the TAM assumption and previous research from Camilleri & Falzon (2021), which found a positive and significant direct effect between perceived usefulness and intentions to use online streaming services. However, the results of this study are not in line with Raf Buyle et al. (2018), who found no significant correlation between benefits and intention to use.

In another study from Humbani & Wiese (2019) regarding mobile payment apps, the perceived usefulness did not directly affect the intention to use. A possible influencing factor is that consumers are not motivated by past benefits but rather by future benefits. Due to the COVID-19 pandemic, which continues to improve, the operation of cinemas in the country and the issue of rising prices for Netflix subscription packages also affect the value of benefits felt by users, which in turn has a negative effect on their intention to use. Therefore, Netflix needs to improve the quality of its services in terms of benefits so that the opening of cinemas in the country does not reduce the benefits of Netflix. In addition, the issue of price increases can also be in line with improving the quality of services provided.

Evaluation results Table 4 shows the path coefficient value of 0.417. This shows that the ritual of using Netflix's online streaming service positively and significantly affects the intention to use. In addition, the significance value (p-value) obtained is 0.000 ($p < 0.05$). Thus, it can be concluded that the ritual of using Netflix's online streaming service has a positive and significant effect on the intention to use. This is in line with previous research from Camilleri & Falzon (2021), which stated that the use of rituals was a positive and significant antecedent to users' intentions to use online streaming services. Malik et al. (2016) validated that online activities affect users' satisfaction and intention to continue using, especially when their habits have become part of users' online activities.

The results showed a path coefficient value of 0.311. This shows that instrumental use of the Netflix online streaming service has a positive and significant effect on the intention to use. In addition, the significance value (p-value) obtained is 0.000 ($p < 0.05$). Thus, it can be concluded that the instrumental use of the Netflix online streaming service has a positive and significant effect on the intention to use. Contrary to previous research from Camilleri & Falzon (2021), which found that instrumental use of online streaming services did not affect intention to use. However, these results are supported by another study from Camilleri (2020), which states that online media is an important tool in times of crisis, such as the current COVID-19 pandemic. The existence of the Netflix online streaming service increases efficiency and effectiveness for users during the COVID-19 pandemic, so the use of instrumentals has a positive and significant impact on their intention to use them.

Evaluation results Table 4 shows that the path coefficient value is 0.034. This shows that the perceived risk has no positive and significant effect on the intention to use the Netflix online streaming service. In addition, the significance value (p-value) obtained is 0.548 ($p > 0.05$). Thus, it can be concluded that the perceived risk has no positive and significant effect on the intention to use the Netflix online streaming service. This result differs from previous research by Aji et al. (2020), who found that the perception of risk from COVID-19 had a positive and significant influence on the use of online services. Also different from the research of Fihartini et al. (2021), which states that the perceived risk perception influences the behavior of using online services. However, these results are consistent with the research of Bhatti et al. (2018), who found that perceived risk had no significant effect on the use of online media for shopping.

Perceived risk perception is consistently strongly correlated with social and cultural experiences in each country, which may vary (Dryhurst et al., 2020). More specifically, across countries, user perceptions of risk are higher in those who have had direct personal experience with problems using Netflix. Therefore, for users who are not experiencing problems using Netflix during the COVID-19 pandemic, perceived risk perceptions do not affect intentions to use. Hence, it is necessary for users to trust the online streaming services they use. Security and assurance of comfort are important requirements for users. Developers should try to create an environment for their users that minimizes security and privacy concerns for their users (Rauniar et al., 2014).

5. CONCLUSION

The results of this study indicate that ease of use has a positive and significant effect on perceived ease of use, perceived usefulness, ritualized use, and instrumental use also have a positive and significant influence on users' intention to use Netflix as online streaming service. However, this study failed to prove a positive and significant effect of perceived ease of use and perceived risk perception on intention to use. In addition, perceived usefulness have been shown to mediate the relationship between perceived ease of use and intention to use. The resulting mediation effect, according to Baron & Kenny (1986), is full mediation (perfect mediation), where there is an indirect effect through perceived usefulness (PU) as a mediating variable, but there is no direct effect of perceived ease of use on intention to use.

5.1. Managerial Implication

The results of the evaluation of this study indicate that the perceived usefulness here has a mediating effect between ease of use and intention to use. In accordance with the theory of Baron & Kenny (1986) where the resulting mediation is perfect mediation where there is an indirect effect generated through perceived usefulness but no direct effect of ease of use on intention to use. Therefore, the managerial implication of this research is that Netflix should try to create benefits for consumers, for example, by holding a free trial for one or three months, looking for entertaining and complete content, a variety of language choices, both subtitles and voice dubbing, and affordable prices. Because the resulting mediation effect is perfect

mediation, consumers need to experience the benefits of Netflix first because it is very important for them to subscribe.

The limitation of this study is that the object of this study is the Netflix online streaming service. Therefore, the results of this study cannot be generalized widely. It is recommended for further research to choose other objects so that the research results can be more diverse. This study also shows that the perceived benefit with a value of 2 is 0.524 (52%), which means the perceived benefit variable in this study was successfully explained by the Perceived Ease of Use variable of 52% (moderate structural model). In comparison, the remaining (48%) was explained by other variables outside the model. For this reason, the authors suggest that further research can add plain variables outside this study that can affect the intention to use.

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