

The Analysis of Determinant Factors Intention to Use Video Streaming: Study Case Customer of Goplay

Tengku Kespandiar
Prodi Manajemen, Universitas Negeri Malang, Indonesia
tekespelalawan@gmail.com

Sudarmiatin
Prodi Manajemen, Universitas Negeri Malang, Indonesia
sudarmiatin.fe@um.ac.id

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Abstract:

The development of the internet, one of which is in the world of entertainment with the emergence of streaming video on demand (SVOD) services, marks the entry into the era of digitalization 4.0. SVOD is an interactive television service that can be watched via the internet. SVOD is one of the forms of entertainment that is increasingly in demand by the public, especially young people. One of the SVOD services that has recently appeared is GoPlay. GoPlay is an application that provides streaming video on demand services, which is similar to other streaming applications. GoPlay is an application launched from Indonesia that was released by a well-known platform in Indonesia, namely GoJek. However, GoPlay has not been able to compete with several other platforms in terms of the number of users. Broadly speaking, there are several competitors that GoPlay cannot compete with in terms of the number of users, namely Netflix, Disney+ Hotstar, and Viu. This phenomenon explains why this research aims to increase the number of GoPlay application users. There are nine hypotheses to be tested in this study. Data will be analyzed using the Structural Equation Model (SEM) with the SMARTPLS 3.2.9 tool. The results of this study show that compatibility has a positive influence on perceived ease of use, relative advantage has a positive influence on perceived usefulness, accessibility has a positive influence on perceived ease of use, and also perceived ease of use, perceived usefulness, and perceived safety have a positive influence on attitude, while perceived performance risk has a negative influence on attitude. And the results of this study indicate that attitude has a positive influence on the intention to use the GoPlay application.

Keywords: streaming video on demand, goplay, intention to use

INTRODUCTION

Entering the era of digitalization 4.0 is marked by the development of technology and the internet, which make it easier to meet needs and solve problems (Suharfin, 2018). A network connection, often called the Internet, is a network whose mission is to connect one electronic resource to another electronic resource quickly, accurately, and responsively. The existing communication network on the internet channels sends information by transmitting signals at a regulated frequency.

In the development of the internet itself, the internet has gone through various kinds of changes, ranging from young people to adults, but the majority of internet users always use the internet as an assisting medium in carrying

out and connecting various human activities accurately, effectively, and efficiently (Adani, 2020). So, it can be concluded that today's life cannot avoid technology because, based on its development, the internet will always continue to experience rapid growth, meaning that technology becomes increasingly important.

Every country uses the internet to carry out its activities every day. The top five countries with a population of internet users in the world include China, India, the United States, Indonesia, and Brazil. Indonesia is one of the countries where internet usage has experienced large growth. In fact, Indonesia is included in the top five countries with a level of preference for social media users (Tommy 2018), and to access social media, you need to use the internet as a mediation tool. Of course, with the development of the internet, people increasingly live side by side with the development of the internet and are increasingly inseparable, because almost half of their daily activities use the internet. People are increasingly connected to the internet because almost everything we need or want can be found via the internet, and the internet is getting more advanced in this era to find and get things quickly and easily.

The rapid growth of the internet certainly has positive and negative impacts for us internet users. The positive effect that can be felt is the use of the internet, which makes it easier to communicate, find information, and make business transactions and payments. With the help of the internet, users can work remotely, make friends online, and do new things, as well as get the latest information and content. We can find and enjoy entertainment on the internet (Ahmad, n.d.).

There are various reasons for using the internet to fill their free time, especially during the Covid-19 pandemic, which has narrowed the space for many people to use the internet as their activity. Among them, there are various reasons for using the internet, the main reason being that 80.1% use it to find information and explore it, 72.9% use it to get ideas and inspiration, and as many as 68.2% use it to connect with friends and family. Up to 63.4% of people use the internet to kill time; another 61.4% use it to keep up with the latest news and events; and up to 58.8% use it to watch fun videos, TV shows, and movies.

So, it can be concluded that the restrictions on activities at the start of the Covid-19 pandemic forced several activities to be carried out remotely, such as teaching and learning, work, and so on, which resulted in an increase in internet usage. It can be seen that 19% of internet users in Indonesia access the internet for more than 8 hours a day and almost 3 hours a day to watch television or stream movies. Almost half of internet users in Indonesia use internet services to find entertainment by watching videos, television shows, or streaming movies to spend time in their daily lives. Previously, people could only watch movies in theatres or on TV, but now they can enjoy quality films such as online videos only through the internet.

Since the Covid-19 pandemic has kept people stuck at home, watching movies or TV series has been able to make people more comfortable at home and adapt to new routines when they have been working outside the home. Currently, watching movies can be done anywhere and on any platform, including a TV, a big screen, and even a number of smartphone applications that offer streaming video on demand (SVOD) services. An interactive television system called streaming video on demand (SVOD) allows users to select or control the video content they want to watch (Maiti & Bidinger, 1981). The streaming video on demand service also provides consumers with a variety of viewing programs that do not have broadcast time limits and can be enjoyed anywhere and at any time. Apart from that, consumers can easily download their favorite movies that are broadcast on television. Streaming video on demand services also have a number of excellent movies and TV shows that require customers to subscribe or pay a fee in order to watch what they want. Consumers can pay according to the movies or videos that they enjoy by subscribing to enjoy wider access (Akhmad, 2016).

SVOD is entertainment that is highly sought after and in demand by almost all groups of people, from young people to the elderly, who also feel entertained by this one service. The ability to select the film or series you want to watch is an advantage of the SVOD service in and of itself. The development of SVOD can be seen from a flexible time standpoint, and there is no need to use difficult supporting devices or devices. Nowadays, even without television, people can watch, find information, and get news; everything is made easy.

At a time when technology was not as advanced as it is now, films could only be watched in theatres or on TV, but now people can enjoy quality films, such as streaming video on demand, only via the internet. Therefore, more and more online video streaming platforms have emerged to meet the needs and desires of the Indonesian people, such as Netflix, Disney+, Hotstar, Viu, Vidio, We TV, and others.

When compared to other streaming services, Youtube has the longest viewing duration. Among them, the Viu platform lasts 237 minutes, followed by Catchplay and Netflix for 190 minutes, and the shortest durations are on the Mox, Amazon Prime Video, Klikfilm, MAXstream, and GoPlay platforms, with a total duration of 130 minutes or less (Lidwina, 2020).

In Indonesia, there are several genres that are most in demand by the public. Based on data from Data Indonesia 2022, the percentage of the action genre that is most in demand is 21.8%; in second place is the drama genre with 19.8%; and as much as 17.3% is in the horror genre. These three genres won the majority of all film screenings, while only 11.1% of films screened in Indonesian cinemas were of the comedy genre. Then, the proportion of fantasy and thriller genre films screened on the big screen is 8.2% and 8%, respectively. The percentage of animated genre films playing in theaters is 7.7%.

Populix (2022) conducted survey research to determine how much time consumers spend using SVOD services. This survey seeks to examine the pattern of SVOD usage among Indonesians in more detail. Populix conducted research to gain a better understanding of how Indonesian consumers use streaming video on demand given the intense competition between streaming providers in the digital entertainment market. Each application from various platforms for video-on-demand streaming services has its own advantages and disadvantages. Netflix competes with all platforms in terms of superiority, starting from the amount of content and price to the various film series being broadcast, so that as many as 69% of users use the SVOD Netflix service, as many as 62% use Disney+ Hotstar, and 52% continue to use Youtube.

Meanwhile, GoPlay itself offers original movies or series with additional live streaming features, but unfortunately GoPlay can only be accessed by one device, unlike Netflix, Iflix, or Viu, which can be accessed by more than one device, so users who use GoPlay services are still relatively few. with only 12%, so they are not yet able to compete with Netflix, Disney+, Hotstar, and so on.

LITERATURE REVIEW

Streaming Video on Demand (SVOD)

Indonesia is a country where the majority of internet users are millennials who like watching movies. User streaming video on demand (SVOD) is defined as a system that allows users to select and view the videos, they want to obtain from service providers on the internet as part of an interactive system. Until now, there have been many SVOD service providers that can be used for free or in paid or subscription mode. According to Priyambudi and Ambarwati (2013), SVOD can use download, progressive download, or streaming techniques.

According to Pereira & Tam (2021), the early days of video on demand emerged in the media industry due to the connection between how SVOD service providers deliver video content to viewers. With this technology, users can store all content and access it at any time without being limited by broadcast times like television in general. With the use of video streaming technology, the real implementation is stored on a streaming platform that can be accessed from anywhere at any time. This content can be in the form of movies, television shows, live streaming, and so on. To be able to access the SVOD platform, a device or devices that support an internet connection are needed, such as cellphones, laptops, and computers (Amazon, 2016).

Subscription Video on Demand

Subscription video on demand, as defined by Wayne (2018), is a service that allows subscribers to freely choose and watch what is provided by a video on demand streaming service provider wherever they are and whenever they want by simply paying a subscription fee (often per month), which is done with an online system without requiring a specific broadcast schedule. SVOD service providers in Indonesia have a wide variety of applications, although some electronic media say that SVOD users are the most widely used in Indonesia. But because of the many SVOD features that each have their own advantages and disadvantages, users are confused about determining the appropriate and required SVOD service. SVOD media users don't need to wait for the file to be fully downloaded because the video can be used immediately, except for users of live streaming content. Users also have access to the same function to watch their favorite movies, which are often downloaded first, including the ability to pause and repeat video and audio content.

Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is an adaptation of the Theory of Reasoned Action (TRA) model, which predicts and explains a person's adoption of information technology (Stocchi et al., 2019). TAM is one of the models developed to analyze and comprehend the factors that influence computer technology acceptance (Davis et al., 1989). According to Davis et al. (1992), TAM performance measures the extent to which using a computer is perceived as pleasurable in its own right, regardless of performance impact, which has a large impact on how much users like using computers at work. TAM uses perceived ease of use (PEOU) and perceived usefulness (PU) as variables that play an important role in predicting user attitudes that influence the adoption of new technology.

TAM is used and extended in a number of situations as a conceptual foundation for information systems research. (King & He, 2006). According to Davis et al. (1989), the main purpose of TAM is to describe the elements or factors that can influence technology adoption and explain the actions of its users. In information system applications, TAM has been successfully used by many researchers to predict behavioral intentions towards the use of information technology (Ramayah et al., 2003; Sarkawi et al., 2003; Legris et al., 2002).

Compatibility

Compatibility is the extent to which an innovation is seen as being in accordance with current values, previous experience, and the demands of its users (Rogers, 2010). According to Ozturk et al. (2016), compatibility is an activity that involves examining user experience and needs against previous needs and determining the extent to which the results are consistently reliable. According to Lee (2013), compatibility is defined as the extent to which technological innovations are in line with existing operational practices, beliefs, values, past experiences, and needs. According to Mazhar et al. (2014), when measuring the compatibility of an innovation, there are several metrics, namely: (1) compatibility with lifestyle; (2) compatibility with transactional desires; (3) compatibility with aspects of banking activity; (4) does not have time limitations; and (5) provides freedom of mobility.

Relative Advantage

The level of superiority or superiority of an innovation, which can be stated to be better than previous innovations or things that are usually done, is referred to as relative advantage. According to Rogers (2003), relative advantage is the extent to which an innovation is seen as superior or has a better function than its predecessor. Relative advantage benchmarks are usually based on economic, social, comfort, and satisfaction achievements. The greater the relative advantage felt by users, the faster the innovation will be adopted. This characteristic is considered one of the best predictors of innovation adoption (Lee, 2011).

In this study, the authors use theory from Rogers (2003) to operationalize the relative advantage variable, which can be defined as the extent to which an innovation is seen as superior or has a better function than its predecessor.

Accessibility

Moore and Benbasat (1991) argue that accessibility means that users can access certain information systems or retrieve the desired information through available internal or external networks. In addition, accessibility is very important for the industrial revolution in information technology, especially video-on-demand services that can be used anytime and anywhere as long as consumers have access to the internet. According to Kim et al. (2019), users can access a particular information system through an internal or external network that is provided with available information as desired. According to Culnan (1985), accessibility is defined as the capacity to physically access websites, use face-to-face portals, and obtain useful information.

In this study, the authors used the definition from Kim et al. (2019) to operationalize the accessibility variable, which is defined as users being able to access a particular information system through an internal or external network that is provided with available information as desired.

Perceived Ease of Use

According to Davis et al. (1989), perceived usefulness (PU) is a feeling among users that using a particular application system will improve work performance in an organizational context. It is an individual's perspective on how much and how easily a product or technology meets their needs to work, according to Weng et al. (2017).

In this study, the authors use the notion of Weng et al. (2017) to operationalize the perceived usefulness variable, which can be defined as an individual's perspective on how much and how easily a product or technology meets their needs to work.

Perceived Performance Risk

Chen & Dubinsky (2003) define this type of risk as perceived performance risk, and research by Yang et al. (2016) shows that perceived performance risk in wearables is negatively affected by consumer acceptance of the product. In addition, according to Kim et al. (2019), there is a link between the risk of dissatisfaction with a service and the expectations of the user. According to Ravichandran et al. (2016), perceived performance risk is a subjective expectation of losses experienced when expecting something that is desired. Perceived risk causes potential customers to delay their decision from wanting to use to not wanting to use. According to Bobalca (2014), perceived risk defines an assessment or consumer perception of the negative results or impacts that are questioned after buying a service or making a service transaction.

In this study, the authors used the definition from Kim et al. (2019) to operationalize the variable perceived performance risk, which is defined as the link between the risk of dissatisfaction with a service as measured by user expectations.

Perceived Safety

Perceived safety is a sense of security that users feel that their personal information will not be seen, stored, or manipulated by other parties, which raises their expectations and their confidence (Flavian & Guinaliu, 2006). Ferraro (1995) defines perceived safety as an individual's perception of safety that involves general judgments such as worry and anxiety about the possibility of loss. Perceived safety is an important factor that is considered by prospective customers when they feel safe using SVOD services so that they can attract other potential customers to use the service. Safety is defined as the absence of harmful distractions of any kind, the feeling of being protected, and the absence of fear (Artikata, 2013). According to Armesh (2010), perceived safety is associated with threats that create circumstances, conditions, or events that have the potential to cause data sources or networks to be damaged in data collection and modification, denial of service, and/or fraud and abuse of authority.

In this study, the authors use the definition of Flavian and Guinaliu (2006), which defines perceived performance risk as a sense of security felt by users that their personal information will not be seen, stored, or manipulated by other parties and raises expectations of their confidence.

Attitude

Hsu & Lin (2016) define attitude as a reaction to a positive or negative impression of a particular object. Curras-Perez et al. (2013) define attitude as a person's tendency to use an object in a positive or negative way. According to Praveena & Thomas (2014), attitude is defined as the degree to which a person likes or dislikes something. In addition, according to Ajzen (2005), attitudes towards behavior are determined by beliefs about the consequences of behavior, or, in short, behavioral beliefs.

In this study, the authors used the definition from Praveena and Thomas (2014) to operationalize the attitude variable, which is defined as the degree to which a person likes or dislikes something.

Intention to Use

According to Nirmawan and Astiwardhani (2021), the definition of intention to use is a tendency related to consumer attitudes to continue using technology. Meanwhile, according to Nookhao & Chaveesuk (2019), intention refers to someone's willingness to accept the use of a technology. According to Venkatesh et al. (2003), intention to use is defined as someone's encouragement to use technology to achieve the desired results. According to Kwak et

al. (2020), intention to use refers to the user's view of certain things and the desire to show this attitude through future or future actions.

In this study, the authors use the definition of Nookhao & Chaveesuk (2019) to operationalize the variable intention to use, which is defined by Nookhao & Chaveesuk (2019) as the intention of someone to accept the use of a technology.

METHODOLOGY

In this study, the researcher used a conclusive research design because the writer wanted to test a marketing phenomenon using a hypothesis, namely what factors can influence potential customers to subscribe to the Goplay application. for the type of conclusive research design used in this study, namely descriptive research because the author aims to describe a phenomenon that includes characteristics by using a survey. The data collection method in this study was measured by a rating scale of 1 to 5 on a likert scale for the questions given, and the data collection approach in this study used a survey by distributing questionnaires to respondents according to the criteria and limitations of the problem in this study. The authors in this study used a single cross-sectional design because the data from the sample group was only used once. The target population in this study is people who like or enjoy watching movies or series online without having to waste energy going to the cinema, as well as people who have operated or downloaded Goplay but have never subscribed to Goplay's streaming video on demand service. This study refers to people who like to use streaming video on demand media services, know the applications and features available on Goplay, and have directly operated the Goplay application, but have never subscribed to the Goplay application at all. The minimum age of the respondent is 17 years; at this age, it is expected that he will be able to make a mature decision and be allowed to make purchases of subscription applications without intermediary parents or third parties, in other words, being able to take responsibility for himself and his actions (Sudono, 2022).

RESULTS AND DISCUSSION

Based on age category, it shows the percentage profile of respondents who use the streaming video on demand (SVOD) service. It can be seen from the 185 respondents: 51 percent were aged 17–22 years with a total of 95 respondents, and 20 percent were aged 29–34 years with a total of 38 respondents. Respondents, followed by 19%, or the equivalent of 36 respondents aged 23–28 years, 15 respondents aged 35–40 years, or up to 8% of total respondents, and 1% for respondents aged 47–52 years. So, it can be concluded that the majority of SVOD service users are aged 17–22 years, followed by 29–34 years.

Based on gender, shows the percentage of respondents' gender profiles of SVOD service users, out of 185 respondents, 55% were female, 103 respondents, and 45% of respondents, 82 people. So, it can be concluded that the majority of users or fans of SVOD services are female.

Based on the category of domicile or place of residence of respondents who use SVOD services, it can be seen that 36%, or 67, live in Tangerang, followed by 31 respondents, or 17%, who live in Depok. Then as many as 16% of respondents live in Jakarta, out of a total of 30 respondents. Furthermore, 14% live in Bekasi, or as many as 27 respondents, and 11% live in Bogor, with a total of 21 respondents. Then as much as 2% are in domiciles outside Greater Jakarta, namely in Kupang and Semarang, with a total of 3 respondents each; then the last 1% are domiciled in Surabaya, Semarang, and Bali, each with one respondent per area. So, it can be concluded that the majority of respondents who use SVOD services live in Tangerang, Depok, and Jakarta.

Based on the category based on the profession of SVOD service users, 38% work as students with a total of 71 respondents, then as much as 27% work as private employees with a total of 50 respondents. In addition, 12% work as students, with a total of 22 respondents. Next, 9% work as entrepreneurs, with a total of 17 respondents, followed by 8% who work as civil servants, with a total of 14 respondents. Then the last 6% work as housewives, with a total of 12 respondents out of 185 respondents.

Based on a preference for or enjoyment of using SVOD services, of the 185 respondents, 100% or all liked and enjoyed watching streaming video on demand.

Based on the frequency of watching SVOD in a week, of the 185 respondents, 38% use SVOD services 3–4

times a week, for a total of 71 respondents. Following that, 25% of respondents, or up to 46 respondents, watch SVOD services 5-6 times per week. The next 20%, namely as many as 36 respondents, watch using the SVOD service every day of the week. Finally, out of a total of 32 respondents, 17% use the SVOD service every day of the week.

Based on viewing time in a day using the SVOD service. Sixty-two percent of respondents (116 in total) watch SVOD services for 2-3 hours per day. Then, 26%, or 48 respondents, watch SVOD services for 4-5 hours. Next, 8% watch SVOD services for more than 5 hours, with a total of 15 respondents. Finally, 4% of respondents watched SVOD services for less than an hour, as many as 7 respondents.

Based on the estimated costs of subscribing to the SVOD service provider application, as many as 35% spent IDR 101,000 – IDR 150,000 a month, with 65 respondents. Then as much as 23% paid a fee of IDR 51,000 – IDR 100,000 a month to subscribe to SVOD, with a total of 43 respondents. Next, there are 23% of respondents who spend a budget of IDR 150,000 to IDR 200,000 a month to subscribe to SVOD, for a total of 32 respondents. Then 11% of the 185 respondents spent IDR 30,000 – IDR 50,000 a month, for a total of 21 respondents. Furthermore, as many as 7% of respondents who spent a budget below IDR 30,000 to subscribe to SVOD totaled a total of 13 respondents. Finally, the remaining 7% had a budget to subscribe to SVOD of more than IDR 250,000 a month, with 12 respondents.

The hypothesis test carried out in this study shows that the compatibility variable has a positive effect on the perceived ease of use variable. This is based on the calculation results that have been obtained, which show that the calculated t-value is 4,092, which is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is smaller than the significant p-value of 0.05. This also suggests that the compatibility variables and the perceived ease of use variables have a significant positive effect. So, it can be concluded that the Goplay application must increase its compatibility with various user requirements, lifestyles, and needs to meet user expectations, and if the Goplay application is compatible with the user's system or device, the user will believe in the effect of ease of use.

The hypothesis test carried out by this study shows that the relative advantage variable has an influence on the perceived usefulness variable. This is shown from the results of the study, which obtained a t-value of 3,291, where the results of this calculation are higher than the t-value of 1.65. Then the calculated p-value is 0.001, which is smaller than the significant p-value of 0.05. This also indicates that there is a significant positive effect between the relative advantage variables and perceived usefulness. So that the results of this study have a conclusion in the form of users who get the benefits needed from watching SVOD, users tend to improve their work performance through the convenience of watching movies.

The hypothesis test carried out in this study shows that the accessibility variable has an influence on the perceived ease of use variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 4,697, which concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is greater than the significant p-value of 0.05. This also indicates that there is a significant positive influence between accessibility variables and perceived ease of use. So that the results of this study draw conclusions in the form of the GoPlay application, users will feel the convenience of using streaming video services without requiring a large effort and with easy accessibility that can be used anywhere and anytime.

The hypothesis testing carried out in this study showed that the accessibility variable had no effect on the perceived usefulness variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 1.229, which concludes that the result of this calculation is lower when compared to the t-value of 1.65. Then the calculated p-value is 0.110, which is greater than the significant p-value of 0.05. This also indicates that there is no significant positive effect between accessibility variables and perceived usefulness.

The hypothesis test carried out by this study shows that the perceived performance risk variable has a negative effect on the attitude variable. This is based on the calculation results that have been obtained, showing that the calculation result of the T-value is 3,350, which concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is smaller than the significant p-value of 0.05. This also indicates that there is a significant negative effect between the variables of perceived performance risk and attitude. So, the results of this study lead to the conclusion that the risk felt by the user can create a negative perception of the user if the application still provides a high level of risk. As a result, in this study, the Goplay application must

increase its benefits while maintaining user safety and comfort in order for users to have a positive perception of the Goplay application, particularly from the perspective of new users who want to subscribe.

The hypothesis test carried out by this study shows that the perceived safety variable has an influence on the attitude variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 2,284, which concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculation of the p-value is 0.011; this value is smaller than the significant p-value of 0.05. This also indicates that there is a significant positive influence between perceived safety variables and attitude. So the conclusion that can be drawn is that prospective Goplay application customers still have negative perceptions when they want to subscribe for the first time to the Goplay application due to a fear of data leakage or hacking, meaning that the Goplay application needs to improve and maintain security for the confidentiality of user data so that users can provide a positive evaluation or perception. Thus, based on the analysis that perceived safety has a positive influence on attitude, it can be concluded that security is an important factor that can influence the desire of prospective customers to conduct online transactions. Because when conducting online transactions, prospective customers not only carry out financial transactions but also provide personal identity data that is private. As a result, when GoPlay can guarantee data security to potential customers, they are more likely to subscribe.

The hypothesis test carried out in this study shows that the variable perceived ease of use has an influence on the attitude variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 3,892, which concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is smaller than the significant p-value of 0.05. This also indicates that there is a significant positive influence between the variables of perceived ease of use and attitude. So, the results of this study lead to the conclusion that if the Goplay application can be used easily, then users tend to have a positive evaluation of the Goplay application.

The hypothesis test carried out by this study shows that the perceived usefulness variable has an influence on the attitude variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 4,658. This concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is smaller than the significant p-value of 0.05. This also indicates that there is a significant positive influence between perceived usefulness variables and attitude. So, the conclusion from the results of this study is that the usefulness felt by the user can create a positive perception that is owned by the user if the application can provide a good level of user performance. The meaning of this research is that the Goplay application is able to provide a positive perspective on users and can make them feel that the Goplay application can improve their performance.

This study's hypothesis test demonstrates that the attitude variable influences the intention to use variable. This is based on the calculation results that have been obtained, which show that the calculated result of the t-value is 15,521, which concludes that the result of this calculation is higher than the t-value of 1.65. Then the calculated p-value is 0.000, which is smaller than the significant p-value of 0.05. This also shows that there is a significant positive influence between perceived usefulness variables that have a positive effect on attitude. So, the results of this study have a conclusion in the form that SVOD users will choose and use the Goplay application if the user has a positive evaluation or assessment of the Goplay application. The meaning of this research is that when users have a positive evaluation of the Goplay application, they tend to trust it and use it for the first time without any doubts.

CONCLUSION

The conclusions from this study are as follows: The hypothesis test conducted in this study shows that the compatibility variable has a positive effect on the perceived ease of use variable. This is based on the calculation results obtained, which show that the calculated result of the t-value is 4,092, which is higher than the t-value, and also that the calculation of the p-value is 0,000, which is smaller compared to the significant p-value. In this case, the compatibility of a device or device to be used will depend heavily on the perceived ease of use. The more compatible the Goplay application is with the various devices used, the better the level of perceived ease of use for prospective Goplay customers.

The hypothesis test carried out by this study shows that the relative advantage variable has a positive influence on the perceived usefulness variable. This is based on the calculation results obtained, which show that the calculated t-value is 3,291, which is higher than the t-value, and the calculation of the p-value is 0.001, which is smaller than the significant p-values. In this case, the advantages provided by Goplay to potential new customers will reflect the extent to which the perception of usability is well received. To what extent are the benefits felt by customers that make it easier for them to get the SVOD movie service they need quickly compared to other applications so that they can increase their level of performance in using SVOD services.

The hypothesis test carried out in this study shows that the accessibility variable has a positive influence on the perceived ease of use variable. This is based on the calculation results that have been obtained, which show that the calculation result of the t-value is 4,697, from which it can be concluded that the result of this calculation is higher than the t-value, and the calculation of the p-value is 0,000, which is a large value compared to the significant value of the p-value. In this case, accessibility becomes an important factor in perceived convenience; the easier Goplay is to be accessed by customers, the higher the customer's perception of ease of use. When customers can easily run the Goplay application anywhere and anytime, they will easily learn its features without requiring more effort.

The hypothesis test carried out in this study showed that the accessibility variable did not have a positive effect on the perceived trustworthiness variable. This is based on the calculation results that have been obtained, which show that the calculation result of the t-value is 1.229, which indicates that the result of this calculation is lower when compared to the t-value, and the calculation of the p-value is 0.110, which means that this value is greater than the t-value. significant p-value. In this case, the accessibility felt by the customer does not create a good perception of usability if the accessibility created is still low. When accessibility is able to work well, the perceived usefulness will make it easier for potential customers. Because if there are limitations to the device, it will reduce its perceived usefulness.

The hypothesis test carried out by this study shows that the perceived performance risk variable has a negative effect on the attitude variable. This is based on the calculation results that have been obtained, which show that the calculation result of the t-value is 3,350, which concludes that the result of this calculation is higher than the t-value, and the calculation of the p-value is 0,000, which is a smaller value than the t-value. with a significant p-value. In this case, the risk felt by the customer can create a negative perception of the customer if the application can provide a high level of risk.

The hypothesis test carried out by this study shows that the perceived safety variable has a positive influence on the attitude variable. This is based on the calculation results that have been obtained, showing that the calculation result of the t-value is 2,284, from which it can be concluded that the result of this calculation is higher than the t-value, and the calculation of the p-value is 0.011, which is smaller than the t-value with a significant p-value. In this case, data security and customer trust are very influential on positive perceptions. This is because users are concerned that the information they enter will be spread or hacked by irresponsible individuals or institutions, and they are skeptical of Google's system's reliability. When customers are concerned, it indicates that Google needs to build trust with them in order to create positive perceptions.

The hypothesis test carried out in this study shows that the variable perceived ease of use has a positive influence on the attitude variable. This is based on the calculation results that have been obtained, showing that the calculation result of the t-value is 3,892, from which it can be concluded that the result of this calculation is higher than the t-value, and the calculation of the p-value is 0,000, which is a small value compared to the significant p-value. This is because Goplay customers can feel the convenience provided by Goplay in helping user performance, so they have positive perceptions and evaluations of Goplay.

The hypothesis test carried out by this study shows that the perceived usefulness variable has a positive influence on the attitude variable. This is based on the calculation results that have been obtained, which show that the calculation result of the t-value is 4,658, from which it can be concluded that the result of this calculation is higher than the t-value, and also that the calculation of the p-value is 0,000, which is a smaller value than the significant p-value. So that the customer's perceived usefulness can create a positive perception because the application can provide a useful level of performance and usability for the customer.

This study's hypothesis testing reveals that the attitude variable has a positive influence on the intention to

use variable. This is based on the calculation results, which show that the t-value calculation result is 15,521, which concludes that the result of this calculation is greater than the p-value, and that the p-value calculation result is 0,000, which is less than the significant p-value. This is because customers of Goplay already have positive evaluations and perceptions of the Goplay application, so they will have an interest in and desire to use the Goplay application in the future.

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