

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif untuk pengguna internet di Indonesia. Judul penelitian ini yaitu: “Faktor-faktor yang Mempengaruhi Niat Beli Konsumen Indonesia terhadap Berlangganan Layanan Video Streaming”. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh variabel perceived usefulness, perceived ease of use, perceived price, social influence, and electronic word of mouth pada minat berlangganan layanan video streaming di Indonesia.

Populasi dari penelitian ini adalah masyarakat Indonesia pengguna internet berusia 18- 44 tahun. Jumlah responden yang diambil yaitu 162 responden. Penentuan responden dalam penelitian ini menggunakan purposive sampling.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan regresi linear berganda, menunjukkan bahwa: (1) Perceived usefulness dan Perceived price berpengaruh positif namun tidak signifikan terhadap minat berlangganan layanan video streaming, (2) Perceived ease of use, social influence, dan electronic word of mouth ketiganya berpengaruh positif dan signifikan terhadap minat berlangganan layanan video streaming (video on demand). Implikasi dari hasil penelitian diatas yaitu dalam upaya meningkatkan minat berlangganan konsumen terhadap layanan video on demand, para penyedia layanan di Indonesia seperti (Netflix, Vuu, Disney Hotstar dll) harus memperhatikan kemudahan penggunaan aplikasinya. Para penyedia layanan pun harus dapat menciptakan review positif di internet dengan promosi melalui internet maupun bekerja sama dengan para influencer agar dapat menciptakan banyak review yang baik yang dapat diterima dan dapat mempengaruhi calon konsumen.

Kata Kunci: Perceived Usefulness, Perceived ease of use, Persepsi Harga, Pengaruh Sosial, E-WOM, Minat Beli, Video-on-demand

SUMMARY

This research is quantitative research for internet users in Indonesia. The title of this research is: "**Factors Influencing the Purchase Intention of Indonesian Consumers Towards Video Streaming Services Subscription.**" The purpose of this study is to analyze the effect of perceived usefulness, perceived ease of use, perceived price, social influence, and electronic word-of-mouth variables on interest in subscribing to video streaming services in Indonesia.

This study's population is Indonesian internet users aged 18-44 years. The number of respondents taken is 162 respondents. Determination of respondents in this study using purposive sampling.

Based on the results of research and data analysis using multiple linear regression, it shows that: (1) Perceived usefulness and Perceived price has a positive but not significant effect on Purchase Intention in subscribing to video streaming services, (2) Perceived ease of use, social influence, and electronic word of mouth has a positive and significant effect on Purchase Intention in subscribing to video streaming services (video on demand). The implication of the results is that to increase consumer purchase intention in subscribing to video-on-demand services, service providers in Indonesia, such as (Netflix, Viu, Disney Hotstar, etc.) must pay attention to the ease of use of the application. Service providers must also be able to create positive reviews by promoting through the internet and working with influencers to create many good reviews that can be accepted and can influence potential consumers.

Keywords: Perceived Usefulness, Perceived ease of use, Perceived Price, Social Influence, E-WOM, Purchase Intention, Video-on-demand