

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

To see what factors influence consumers to subscribe to video streaming services. Based on the results of the analysis discussed in the previous chapter, the following conclusions can be drawn:

1. Perceived Usefulness has a positive but insignificant effect on Purchase Intention. This result shows that the benefits of the video streaming application will not significantly affect consumer subscribing.
2. Perceived Ease of Use has a positive and significant effect on Purchase Intention. This result shows that if consumers find it easy when they want to find films they will enjoy, it will affect their decision-making.
3. Perceived Price has a positive but insignificant effect on Purchase Intention. This result shows that the price listed by the service provider does not significantly affect consumers' decisions.
4. Social Influence has a positive and significant effect on Purchase Intention. This result shows that recommendations from the surrounding environment will affect consumers in subscribing to the application.
5. Electronic Word of Mouth has a positive and significant effect on Purchase Intention. This result shows that reviews on the internet will affect consumers in subscribing to the application.

B. Implications

Based on the analysis of the research results described in the previous chapter, the researcher hopes that the research results can be helpful for interested parties. Researchers have several implications that can be taken into consideration and input, including the following:

1. Theoretical Implications

Based on the conclusions obtained, the researchers propose suggestions for further research as follows:

- a) This study departs from the theory of TAM (Technology Acceptance Model) developed by Davis et al., (1989), which states that there are two things that most influence consumer behavior, namely Perceived Usefulness and Perceived ease of use. In his research, these two variables are very influential on consumer behavior, where the behavior here is the Intention to subscribe. However, this study found something different: Perceived Usefulness does not significantly affect the Intention to subscribe. This result can be caused by differences in the characteristics of respondents and differences in consumers' obtaining a benefit from using the service.
- b) Researchers added another variable and found that two other variables, social influence, and e-WOM, have a significant effect on purchase intention. Although the TAM theory and this study found different results, the other two variables found factors that could influence purchase intention. The suggestions for further research can be reviewed regarding Perceived Usefulness of Purchase Intention. Alternatively, it could be by adding other variables that can affect Purchase Intention.
- c) This study is only limited to the relationship between Perceived Usefulness, Perceived ease of use, perceived price, social influence, and E-WoM variables with Purchase intention. In further research, the selected variables can be added again with new variables to provide deeper results.

- d) This research is too broad and takes all streaming video application service providers. Further researchers can be more specific on just one application, such as Netflix, Viu, Disney+ Hotstar, and others.
- e) In future research, it can also be done back to other new technologies in the future by applying the same research object but with different objects like other online applications.

2. Managerial Implications

The results show that Purchase Intention is influenced by Perceived Usefulness, Perceived Ease of Use, Perceived Price, Social Influence, and Electronic Word of Mouth. So the suggestions that can be conveyed from the results of this study are as follows:

- a) Based on the results of this study, the most decisive factor of Perceived Ease of Use is the ease of using the system. Both existing and new streaming video service providers in Indonesia must pay attention to the use of their applications, whether it requires more effort or not. Because the most influential factor in this research is the Perceived Ease of Use. Consumers do not want to waste their time studying or putting in more effort when they enjoy their free time (watching movies).
- b) Based on the results of this study, the most decisive factor of social influence is recommendation from friends. Potential customers feel that advice from close friends will be more trusted than other influencers. Service providers must be ready to improve their services so that other consumers are willing to recommend the application to their closest friends so that potential consumers are interested in subscribing to video streaming application services
- c) Based on the results of this study, e-WOM can increase purchase intention, service providers need to create positive reviews on the

internet. The more circles and consumers who give positive reviews on the internet as it becomes viral, it will influence consumers in making decisions to subscribe and also willing to providing again to another consumers via internet.

C. Limitations

1. In this study, the researcher only used a questionnaire, which caused some of the answers to the questionnaire to be incomplete or out of context, thus making respondents' answers less than perfect. It is hoped that further research can use questionnaires and in-depth interviews so that the research results obtained are more complete.
2. The distribution of this questionnaire was carried out in Java and Sumatra, but several provinces were not able to represent the respondents. Such as Jambi, Bangka Belitung, and Bengkulu. This is beyond the ability of researcher.
3. In its distribution, there are several respondent criteria that cannot be achieved by researchers. Respondents aged between 34-40 years cannot represent their age. This is beyond the ability of the researcher.