PREDICTING FACTORS THAT INFLUENCE ATTITUDE TO USE AND ITS IMPLICATIONS ON CONTINUANCE INTENTION TO USE SVOD: STUDY ON NETFLIX USERS OF INDONESIA

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ABSTRACT

The increasing number of internet users in Indonesia, especially mobile internet users, has changed consumer habits and behavior in consuming entertainment. Internet penetration leads to the increasing consumption of streaming video on demand (SVOD) services in Indonesia, which is increasingly popular. Netflix is one of the largest SVOD service providers in the world that has a customer subscription system. The tight competition in the SVOD industry caused Netflix to experience a significant reduction in the number of global subscribers. Therefore, the researcher's goal is to predict which factors influence the consumer's decision-making process to continue to use Netflix in view of the model of consumer attitudes toward technology adoption. The research data come from non-probability sampling with judgmental sampling techniques of 237 Netflix's subscribers across Indonesia that have subscribed Netflix for more than three months, and having an intensity of use for 2-5 hours or more per day. his research was conducted with a quantitative descriptive method using Structural Equation Modelling method. This study-indicate that there's a positive relationship between perceived system quality and perceived enjoyment of attitude to use. Furthermore, there is a negative influence between the perceived price level and attitude to use. This study also reaffirms that the SVOD attitude to use is a predictor of continuance intention to use SVOD. This research also proved that perceived ease of use, perceived content quality, customization, and perceived psychological risk did not affect the attitude to use SVOD.

Keywords: Perceived System Quality, Perceived Enjoyment, Perceived Price Level, Attitude to use, Continuance Intention to Use, SVOD

ABSTRAK

Dengan semakin meningkatnya jumlah pengguna internet di Indonesia, khususnya dari sisi pengguna internet seluler, telah mengubah kebiasaan dan perilaku konsumen dalam mengonsumsi hiburan. Penetrasi internet juga berdampak pada meningkatnya konsumsi layanan Streaming Video on Demand (SVOD) di Indonesia yang semakin populer. Netflix merupakan salah satu penyedia layanan SVOD terbesar di dunia yang memiliki sistem layanan pelanggan. Persaingan ketat di industri SVOD menyebabkan Netflix mengalami penurunan jumlah pelanggan global yang signifikan. Oleh karena itu, tujuan peneliti ini adalah untuk memprediksi faktor-faktor apa saja yang mempengaruhi proses pengambilan keputusan konsumen untuk terus menggunakan Netflix yang dilihat dari sisi model sikap konsumen terhadap adopsi suatu teknologi. Teknik pengambilan sampel dalam penelitian ini menggunakan non-probability sampling dengan teknik judgemental sampling terhadap 237 pelanggan Netflix di seluruh Indonesia yang telah berlangganan Netflix selama lebih dari tiga bulan, dan intensitas penggunaan selama 2-5 jam atau lebih per hari nya. Analisis Penelitian ini menggunakan metode deskriptif kuantitatif dengan metode Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa terhadap pengaruh positif antara kualitas sistem yang dirasakan (Perceived System Quality) dan kenikmatan yang dirasakan (Perceived Enjoyment) terhadap sikap untuk menggunakan (Attitude to Use). Selain itu, ada pengaruh negatif antara persepsi tingkat harga (Perceived Price Level) dan sikap penggunaan (Attitude to Use) SVOD. Penelitian ini juga menegaskan kembali bahwa sikap penggunaan SVOD merupakan prediktor niat untuk terus menggunakan SVOD (Continuance Intention to Use). Penelitian ini juga membuktikan bahwa persepsi kemudahan penggunaan (Perceived Ease of Use), persepsi kualitas konten (Perceived Content Quality), pengaturan ulang (Customization), dan persepsi risiko psikologis (Perceived Psychological Risk) tidak berpengaruh terhadap sikap penggunaan SVOD.

Kata Kunci: *kualitas sistem yang dirasakan, kenikmatan yang dirasakan, persepsi tingkat harga, sikap penggunaan, niat untuk terus menggunakan SVOD.*

1. Introduction

Internet penetration in Indonesia has now reached 64 percent. Out of 272.1 million Indonesia's total population, 64 percent have been connected to the Internet. Out of this number, as much as 98 percent or 171 million of them are mobile internet users. Almost all internet users in Indonesia, or 99 percent, also love watching online videos. Seventy-nine percent of them watch vlog videos. They also enjoy accessing audio entertainment through the Internet (Pertiwi, 2020). The results of research conducted by JAKPAT Survey (2019) states that the level of audience satisfaction with digital content is greater than national TV. The level of satisfaction from digital content platforms is 4.24 for Youtube and 4.13 for SVOD (Streaming Video on Demand), while the satisfaction score obtained from national TV is only 3.76.

SVOD is a form of IPTV (Internet protocol television (IPTV). SVOD (Video on Demand) is a system that provides a variety of content that includes TV shows, movie series, films, documentaries in the form of video and audio that can be accessed by an internet connection (Mirabito & Morgenstern, 2014). Video-on-demand (SVOD) can be either free or paid programs provided by satellite TV, telephone, and cable companies, including streaming services on the Internet (pcmag.com, 2020).

In terms of types of, the people of Indonesia widely favor streaming video-on-demand services. The results of research conducted by data show that this is supported by Boulay (2018), the share of subscribers for SVOD services in Indonesia reaches 17% of the total population of 265 million people. Users are still below Malaysia, but the amount of revenue from Indonesia for SVOD services is still relatively large at around $ 14 million per year. This is greater than the Philippines, Cambodia, and Vietnam (Boulay, 2018). From many video-on-demand streaming service providers in the world, Netflix still dominates the SVOD market globally and is followed by Tencent Video in the second position. The number of Netflix subscribers globally reaches 180 million. Meanwhile, Tencent Video came in second place, with 74 million subscribers worldwide (Aguete, 2019). For the Indonesian market itself, Netflix was officially present in January 2015 (Detiknet, 2016).

The rise of SVOD service competition resulted in a decrease in the number of Netflix subscribers. In the 2019 period, Netflix lost as many as 1.1 million subscribers only from the United States region, which was the home country of Netflix (Meier, 2019). The decline in subscribers experienced by Netflix was happening in the United States and globally, including the Asian market. In addition to the United States market, Netflix also experienced a 15% decrease in global subscribers from quarter 3 in 2019. While in the Asian market, Netflix also lost its subscriber significantly with a drop of 11% in the third quarter of 2019 compared to the number subscriber in early 2019 (cnbctv18.com, 2019). In Indonesia itself, Netflix has also experienced a decline in the number of subscribers from January 2019 to April 2019. From a survey conducted by JAKPAT survey (2019) regarding platforms that are often used by the Indonesian people to enjoy streaming tv program services, Netflix ranks down one rank from the order first when compared to other on-demand platforms. In the January 2019 period, Netflix still led as the leading on-demand platform in Indonesia with a percentage of users at 45.7%, followed by HOOQ. Whereas in the next period Viu, which previously occupied the fourth position, immediately penetrated the first rank as an on demand streaming

platform by shifting Netflix's position by a percentage of 34%.

With increasing competition in the SVOD market, especially in Indonesia, how can Netflix retain its customers? Based on Shin (2009b) research on the IPTV market in Taiwan, to survive in the industry, IPTV providers must focus on the ability to understand the experience felt by customers when using technology. This will ultimately increase customer continuance intention.

Some of the results of previous studies related to the adoption of many technology products integrate a variety of frameworks such as TAM (Technology Acceptance Model) and ISS (Information System Success) (Shin, 2009b; Lee & Tsai, 2010; Liaw & Huang, 2007). In contrast, the main challenge in research on technology adoption is how to understand and explore consumer decision-making behavior (Liou *et al*., 2015). Therefore, this study aims to predict consumer decision-making behavior regarding the continued use of technology products in the form of SVOD using a model that was developed previously by Liou *et al*., (2015) which uses a tri-component attitude model (starting from personal cognition, affection, and ends in the conation phase). In this study, the authors also added perceived enjoyment as a variable to the model, bearing in mind the results of previous studies that stated that perceived enjoyment was the most important factor determining consumer attitudes in technology adoption (Heijden, 2004; Lee, 2010; Ha *et al.,* 2007).

2. Literature Review
2.1. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) has a concept that serves to measure how far the level of consumer behavior towards the use of technology (Davis, 1989). In other words, the level of consumer behavior is measured by how much the user's ability to accept and adopt the technology. TAM is an adaptation form of the Theory of Reasoned Action (TRA). Fishbein and Ajzen (1975) states that a person's intention to do something is influenced by the attitude towards behavior and subjective norms. Attitude towards behavior owned by a person consists of two components (Park, 2000):
a) Confidence of one's behavior regarding the results to be felt
b) Evaluation of someone about the consequences of using a product, both beneficial and unfavorable.
c) Subjective norms are a level of social pressure felt by someone in deciding to behave (Park, 2000). The perception that is owned by the user will affect his attitude in the acceptance of the technology. One factor is the user's perception of the benefits and ease of using technology. Therefore, the reason someone is feeling the benefits and ease of using technology makes the behavior a benchmark in the acceptance of a technology (Davis, 1987).

2.2. Information System Continuance

Bhattacherjee (2011) developed the concept of the Information System Continuance Model (IS Continuance Model) to understand the reasons that underlie users in using information systems continuously. The IS continuous model concept relating to the user's desire to continue to use a system based on the satisfaction obtained as a result of previous use (Nguyen, 2015). IS continuous model focuses more on user behavior after adopting an information system (Chen *et al.,* 2012; Hong *et al.,* 2008; Ng & Kwahk, 2010)

2.3. Perceived System Quality

Perceived system quality is related to the availability of bandwidth in a network, and the quality of the network in sending video streaming services (Liou *et al.,* 2015) Perceived system quality is a variable that determines the ease of use and acceptance of technology (Hong *et al.,* 2008). Perceived system quality contained in a system more focused on the consistency of the user interface, ease of use of the system, how to respond to the existing interactive system, and maintenance of the program system that is owned (Seddon, 1997). System quality is based on production models that evaluate information system resources and investment utilization. So, the quality of the information provided, illustrates the quality of the system it self (Lee & Chung, 2009). The quality that is owned can be realized through the overall performance system as measured by the perceptions of each individual when using the system (Delone & Mclean, 2003). As expressed by Chiu *et al.,* (2007) that a system must have a good system and not experience problems such as errors or stop working because it can make users not interested in returning to use the service. This is also supported by the statement (Ramayah *et al.,* 2010) that the system quality in technology refers to the system's stability, the response is given, the interface screen, and the ease of use.

2.4. Perceived Ease of Use

Davis *et al*., (1989) define perceived ease of use as the level where the user feels that in using the system, he does not need more effort. The ease in question focuses on the ease of use of technology (Li & Huang, 2009). Perceived ease of use is the extent to which prospective users expect to be free from the excessive effort on the system to be used (Doll *et al.,* 1998). So that in the end, it can contribute to increasing productivity, performance, and effectiveness, which is equivalent to usefulness (Li & Huang, 2009). The easier the system is used, the less effort is needed by the user in learning and using a system (Chen & Teng, 2013).

2.5. Perceived Content Quality

Perceived content quality here is similar to information quality as stated by Delone & McLean (2003), because the information is often regarded as content in an internet context (Koivisto, 2008). Lee *et al.,* (2009) defines perceived content quality as one's perception of the extent to which it is designed to suit their needs. Information quality is the usefulness of available information about the attributes contained in a product that helps someone make decisions to evaluate the product (Gao *et al.,* 2012). According to Indrawati & Haryoto (2015), perceived content quality is a level that describes where the individual believes that he can get relevant and current content with a sense of comfort and ease and can influence the behavior of people around him when using online streaming applications.

2.6. Customization

Haines (2009) defines customization as a "best-of-breed" module or company system module that aims to provide a better level of compatibility by looking at existing and desired organizational processes and data. Customization is believed to be an information technology investment made for users in strategic business relationships (Klein, 2007). Customization is a level where technology, goods, or services available can be made, selected, or modified to meet the interests of users (Teng, 2010). This is also supported by a statement from Maciaszek & Owoc (2001), which says that customization is an administrative task that can adjust a software for various groups of users. So the information received by users is a result of the process

of collecting, identifying, and applying data that has been adjusted to the characteristics of each user (Cox *et al.,* 2012).

2.7. Perceived price level

Perceived price level is when someone wants to pay the amount of money to get a product or service (Cheong & Park, 2005). Jacoby *et al.,* (1971) perceived price is a personal assessment of consumers of the amount of sacrifice and reciprocity obtained on something that has been done. A similar statement was expressed by Zeithaml (1988), stating the perceived price as consumers' perceptions of sacrifices that must be made in order to obtain a product or service. The perceived price level can also show a comparison of individual perceptions of the appropriate price or better value of money compared with existing alternatives (Cheong & Park, 2005). In other words, to determine a fair price, it should be based on consumers' assessment of the value of a product compared to competitors. On the other hand, the seller must also practice fairness in price determination to be more competitive in the competition (Lim *et al.,* 2018).

2.8. Perceived Psychological Risk

Perceived psychological risk is one of the dimensions of perceived risk (Bhukya & Singh, 2015). Perceived psychological risk describes the possibility of someone feeling frustrated, pressured, or anxious due to buying behavior that has been done before (J. Jacoby & Kaplan, 1972). Stress felt by consumers arises as a form of disappointment because of using or owning a certain product or service (Ueltschy *et al.,* 2018). Shin (2009) and Weniger (2010) revealed that consumers are concerned about risks in using IPTV services.

Featherman and Pavlou (2003) defines perceived risk as a form of feeling that users feel about the uncertainty associated with the possibility of facing a negative consequence after using a certain product and service.

2.9. Perceived Enjoyment

Davis *et al*., (1992) distinguish technology users' motivations from an extrinsic and intrinsic point of view. Extrinsic motivation leads to expectations of the results of utilizing technology. Meanwhile, intrinsic motivation refers to feeling happy when using technology. Enjoyment itself is a form of intrinsic motivation. Enjoyment is defined as the extent to which an activity using technology is considered enjoyable. Heijden (2004) defines perceived enjoyment as consumer perception of the fun and pleasure that arises when using an information system. Perceived enjoyment is considered to have a significant influence on technology acceptance, especially in terms of hedonic (Davis *et al.,* 1992; Venkatesh, 2000).

2.9.1. Attitude to Use

Attitude to use is the behavior that someone shows in response to a concept of using an object (Vijayasarathy, 2004). According to Ajzen (1985), attitude toward a behavior is an evaluation of someone being profitable or unprofitable when using a service.

2.9.2. Continuance Intention to Use

According to Bhattacherjee (2011), continuance intention is the user's decision when buying back service because of a decision making process. In addition, continuance to use in information systems is known as the adoption of the use of a product or service continuously (Nabavi *et al.,* 2016). Continuance intention to use is an activity carried out, leading to sustainability in using a product or to stop

using it in the future (Chiao Chen Chang, 2013). This is also supported by Lu (2014), which states that continuance intention is a mental condition that describes individual decisions in the repetition of the behavior exhibited when repurchasing.

2.10. Development of Research Hypotheses

2.10.1. The positive influence of Perceived System Quality on Perceived Ease of Use

Lederer *et al.,* (2000) states that system quality is a tool to predict perceived ease of use. The same thing was shown in research Igbaria *et al.*, (1995) and Kulkarni *et al.*, (2006), which stated the positive relationship between perceived system quality and perceived ease of use. Existing system quality in a website-based information system describes the functionality of the website (Lin, 2007). The intended system quality includes reliability, comfort, response time, and flexibility contained therein (Nelson *et al.,* 2005). The results of previous studies show that system quality is critical in the use of a system because someone will not be interested in using a website when they have difficulty navigating the website, and there are delays (Yoo *et al.,* 2001). Also, a good service system can minimize users' efforts to find information and increase their efficiency and effectiveness (Cenfetelli *et al.,* 2009). This is also supported by (McFarland & Hamilton, 2006) that perceived system quality positively affects perceived ease of use. Therefore, the perceived system quality has a positive relationship with perceived ease of use (Wixom & Todd, 2005). This is in line with the research findings of Liou *et al.,* (2015) regarding perceived system quality, where the results of the study show that perceived system quality has a significant effect on perceived ease of use.

Based on the description, the proposed research hypothesis is as follows:

H₁: Perceived System Quality has a positive effect on Perceived Ease of Use.

2.10.2. The positive influence of Perceived System Quality on Attitude to Use

Shih (2004) argues that when a system is experiencing interference, consumers who use it will be affected and tend to refuse to use the system. Therefore, the quality system is critical in an information system because it has a significant influence (Al-Debei *et al.,* 2015). Perceived system quality that consumers feel is very influential on the attitude in using technology because the technology will always try to provide quality services to users as an attraction of the products it offers (Shin, 2012). In a study conducted by Lederer *et al.* (2000) explain the relationship between perceived system quality and attitude to use. Research conducted by Liou *et al.,* (2015) regarding perceived system quality broadband television in Taiwan found the effect of perceived system quality on attitude to use where perceived system quality had a positive effect on attitude to use. Based on the description, the proposed research hypothesis is as follows:

H₂: Perceived System Quality has a positive effect on Attitude to Use.

2.10.3. The positive influence of Perceived Ease of Use on Attitude to Use

In a study conducted by Davis (1989), perceived ease of use refers to the level where someone believes that when using a system will enable them to make the least effort. (Venkatesh, 2000) also states that perceived ease of use in the context of acceptance of new application-based technologies has a

positive influence on attitude to use. The same thing is shown from research conducted by (Ngai *et al.,* 2007) and (Alsajjan & Dennis, 2010), which states that perceived ease of use affects consumers' attitudes to use. Several studies have also shown that perceived ease of use has a positive effect on attitude to use (Castaeda *et al.,* 2007; Lai & Li, 2005; Liou *et al.,* 2015; Wakefield & Whitten, 2006). Based on this description, the following research hypothesis is proposed:

H_3: Perceived Ease of Use has a positive effect on Attitude to Use.

2.10.4. Positive Influence of Perceived Content Quality on Attitude to Use

Several study results stated that content from a good website could attract someone to be interested and willing to use the system (Johnson & Misic, 1999; Liu & Arnett, 2000; Schubert & Selz, 1999). If a website is unable to meet its users' expectations in meeting the need for information, then the end of the website will show an unpleasant reaction (Aladwani, 2006).

Perceived content quality is the same thing as information quality because information quality is often contained in the context of perceived content in the Internet (Delone & McLean, 1992). Information quality has a positive effect on satisfaction felt by consumers (Leon, 2018). Satisfaction in question involves one's feelings and emotions that will lead to one's attitude to using (Breckler, 1984). Research conducted by Chou & Hong (2013) and Hsu *et al.,* (2015) suggested that information quality has a positive effect on attitude to use. This is in line with the research findings of Liou *et al.,* (2015) regarding perceived content quality, where the results of the study indicate that perceived content quality has a significant effect on attitude to use. Based on the

description, the proposed research hypothesis is as follows:

H_4: Perceived Content Quality has a positive effect on Attitude to Use.

2.10.5. The positive effect of Customization on Attitude to Use

According to Gilmore and Pine (2000), customization is an important factor in user evaluations and attitudes. A website that has been customized will adjust its own system according to user input and navigation so that they will receive unique information (Kobsa *et al.,* 2001). Customization is used to describe each individual based on his personality (Kalyanaraman & Sundar, 2006). A system with a high level of interactivity means being able to provide unique information and modified to fit the needs of consumers (Sundar & Kim, 2005). Customization allows a person to get product recommendations based on individual consumer preferences and personal information (Baek & Morimoto, 2012). The higher the level of customization contained in a system, the more positive attitude of consumers (Zarrad & Debabi, 2012). Kalyanaraman & Sundar (2006) also states that customization has a positive effect on attitude to use. This is in line with the research findings of Liou *et al.,* (2015) regarding customization, where the results of the study show that customization has a significant effect on attitude to use.

Based on the description, the following research hypothesis is proposed:

H_5: Customization has a positive effect on Attitude to Use.

2.10.6. The negative effect of Perceived Price Level on Attitude to Use

Perceived price level is one of the main factors in forming attitude to use (Zeithaml, 1988). Dodds *et al.,* (1991) state that when a product or service is

offered at a price above the value of the product, it will reduce one's interest in using it. High and low prices will increasingly affect one's intention in buying products (Gan *et al.,* 2008). So the perceived price level has a negative relationship with attitude to use (Peng *et al.,* 2014). Cheong and Park (2005) also states that the perceived price level has a negative influence on consumers' attitude to use. Based on the description, the following research hypothesis is proposed:

H$_6$:   Perceived Price Level has a negative effect on Attitude to Use.

2.10.7.   The negative influence of Perceived Psychological Risk on Attitude to Use

Perceived risk is one of the main determinants of one's intention to do something (Bettman, 1973). Featherman and Pavlou (2003) states that one of the dimensions of risk is psychological. A high level of risk will tend to make someone not to use the product (Bashir & Madhavaiah, 2015). Heijden *et al.,* (2003) state that perceived risk negatively correlates with attitude to use. The results of research conducted by Liao *et al.,* (2010) regarding the relationship between perceived risk and attitude to use, found that perceived psychological risk has a negative effect on attitude to use. Verhagen *et al.,* (2006) also found that perceived risk has a negative and significant effect on attitude to use owned by consumers. This is in line with the research findings of Liou *et al.,* (2015) regarding perceived psychological risk where the results of the study indicate that perceived psychological risk has a negative influence on attitude to use. Based on the description, the following research hypothesis is proposed:

H$_7$:   Perceived Psychological Risk has a negative influence on Attitude to Use.

2.10.8.   Effect of Perceived Enjoyment on Attitude to Use

The results of research conducted by Heijden (2004) show that perceived enjoyment positively influences user attitudes and intentions to adopt websites. Research conducted by Lee (2010) on the use of e-learning shows that perceived enjoyment affects attitude to use. Furthermore, a study conducted by Ha *et al.,* (2007) shows that perceived enjoyment is the most important factor influencing the adoption of mobile games under the mobile broadband wireless access environment. Where the higher the feeling of happiness generated when playing games, the more positive attitude is formed. These results are also in line with research conducted by Chen *et al.,* (2017) where, perceived enjoyment in the form of technology-based entertainment will encourage positive attitudes from consumers. Based on the description, the proposed research hypothesis is as follows:

H$_8$:   Perceived Enjoyment has a negative effect on Attitude to Use.

2.10.9.   The Effect of Perceived Enjoyment on Continuance Intention to Use.

Perceived enjoyment positively affects the level of satisfaction and continuance intention. Perceived enjoyment is a prominent predictor for both, web portals context or the satisfaction and continuation of intention to use Blogs (Shiau & Luo, 2010). Furthermore, the results of a longitudinal study conducted by Lee and Tsai (2010) of mobile game players, show that perceived enjoyment directly has a positive effect on continuance intention to use. Similar results were also shown by Nguyen (2015), who showed similar results. Perceived enjoyment that is felt by users is closely linked to the user interface that is well designed by the developer. The

developer's more user-friendly interface will be more fun for a technology to be continuously played. Based on the description, the following research hypothesis is proposed:

H9: Perceived enjoyment positive effect on Continuance Intention to Use.

2.10.10. The positive influence of Attitude to Use on Continuance Intention to Use

Based on the results of previous studies conducted by Icek Ajzen and Fishbein (1977) and Bagozzi (1992), the attitude of a person can describe his behavior towards a product. The behavioral intention in using a system refers to an attitude towards using the system (Davis, 1989). Attitude to use has a significant influence on a person's continuous intention in using technology (Schepers & Wetzels, 2007). Research conducted by Chang *et al.,* (2015) states that attitude to use has a positive effect on continuance to use the website. Research conducted by Liou *et al.,* (2015) regarding attitude to use broadband television in Taiwan found the effect of attitude to use on continuance intention to use where perceived system quality had a negative effect on continuance intention to use. Based on the description, the following research hypothesis is proposed:

H10: Attitude to use has a positive effect on Continuance Intention to Use.

Figure 1 Research Model

Cognitive Phase Affective Phase Conative Phase
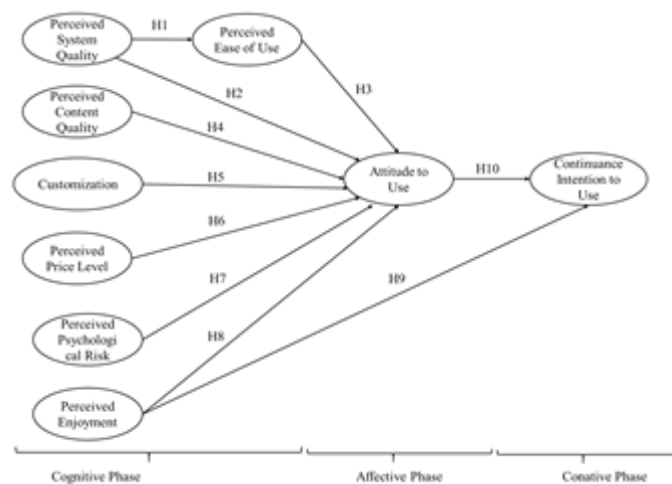
3. Research Method
3.1 Sample and Procedure

This empirical study was conducted on Netflix customers spread in several cities in Indonesia. The sampling technique used in this study is non-probability sampling with judgmental sampling techniques with criteria for Men or Women, domiciled in Indonesia, Knowing Netflix services, Having Subscribed to Netflix for more than three months, and having an intensity of use for 2-5 hours or more a day.

Meanwhile, the questions in the questionnaire include information about the demographics of respondents (gender, age, marital status, number of children, etc.) and also questions that measure research variables namely perceived system quality, perceived ease of use, perceived content quality, customization, perceived price level, perceived psychological risk, perceived enjoyment,

attitude to use and continuous intention to use.

The sample size calculation approach used in this study refers to Hair *et al.,* (2009) by looking at the number of observed variables multiplied by 5 or 10. This study uses n x 5 observations with a number of question indicators of 33. Therefore, the minimum number of samples which will be taken in this study amounted to 33 indicators x 5 = 165 respondents. In this study, the final data that can be further processed in research is 237 data.

3.2. Measures

All constructs in this study use a scale that has been used in previous studies. Measurements for perceived system quality variables use a scale adapted from Cheong and Park (2005). Measurement of the variable Perceived Content Quality uses an adaptation scale from Shin (2009b). Measurement of variable customization uses an adaptation scale from Teng (2010). Measurement of the Perceived Price Level variable uses an adaptation scale from Shin (2009b). The Perceived Risk variable's measurement uses an adaptation scale from Liao *et al.,* (2010). Measurement of the variable Perceived Ease of use using an adaptation scale from Heijden *et al.,* (2003). Measurement of the variable Perceived enjoyment uses an adaptation scale from Moon and Kim (2001). As for the Attitude to use and Continuance Intention to Use variables, adapt the scale made by Shin (2009b). All questions in this study were measured using a Likert scale using a five-point scale, with an answer range of 5 (strongly agree) to 1 (strongly disagree).

3.3 Data Analysis Data

Analysis in this study uses Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The measurement models and structural models in this study were carried out with a two-step approach (Anderson & Gerbing, 1988). The first step is testing the observed variables with confirmatory factor analysis (CFA) to test the convergence of discriminant validity (Anderson & Gerbing, 1988; Fornell & Larcker, 1981) and also composite reliability (Bagozzi & Yi, 1988). After testing the measurement model, the next step is to test the structural model with SEM. Good fit model test is done with the results of χ^2 measure, Root mean square error of approximation (RMSEA), Standardized root mean square residual (SRMR), Comparative fit index (CFI), Normed Fit Index (NFI) (Hair *et al.,* 2009). Input covariance matrix in this study using LISREL 8.80 software.

4. Results and Discussion
4.1 Results of Descriptive Analysis

Total of 274 questionnaire responses distributed via Google Form, only 237 data or 86.5% of the data could be further processed. Reduction of the questionnaire data is done because respondents did not meet the predetermined research criteria. Table 2 summarizes the demographic profile and SVOD viewing habits of the respondents.

Table 2. Results of Descriptive Analysis of

Items	Categories Answer	Number of	Percentages (%)
Gender	Men	112	47.3%
	Women	125	52.7%
Age	17 - 22 years old	86	36.3%
	23 - 28 years old	116	48.9 %
	29 - 34 years old	26	11.0%
	35 - 40 years old	6	2.5%
	> 40 years old	3	1.3%
Domicile	Semarang	67	28.3%
	Tangerang	47	19.8%
	Jakarta	35	14.8%
	Bandung	18	7.6%
	Bogor	17	7.2%
	Depok	14	5.9%
	Yogyakarta	13	5.5%
	Bekasi	12	5.1%
	Others	6	2.5%
	Surabaya	5	2.1%
	Medan	3	1.3%
Work	Student / Student	145	61%
	Civil Servants	5	2%
	Entrepreneurship	41	17%
	Private Employees	40	17%
	Housewives	3	1%
	Other	3	1%
Source Information about Netflix	Family	44	Multiple Response
	Friends / Colleagues	86	
	Social Media	133	
Long subscription	7 - 9 Month	96	40.5%
	4 - 6 Month	61	25.7%
	<3 Month	33	13.9%
	10 - 12 Month	26	11.0%
	> 1 Year	21	8.9%
SVOD others used	Viu	129	
	Amazon Prime	18	
	We Tv	60	
	Iflix	42	
	HBO Go	45	Multiple Response
	HOOQ	23	
	Netflix Only	35	
	Other	3	

Source: Data Analysis (2020)

4.2. Measurement Model Testing Results

First step in SEM, a Confirmatory Factor Analysis (CFA) was performed to see the extent to which the research model made fits with empirical data (Hair *et al.,* 2009). In this stage, measurements of reliability, validity as well as overall model fit. Reliability is measured through Construct Reliability (CR) and Average Variance Extracted (AVE). In order to be able to be declared reliable then the value of CR ≥ 0.7 and AVE value ≥ 0.5. While the validity of the measurement model is stated to be good if it has a loading factor value ≥ 0.5 with a t-value ≥ 1.96 (Maholtra, 2010). From the results of the CFA test, the indicators found in the study

are reliable and valid. These results were obtained after removal of the PE5 and PE6 indicators. Table 3 shows a summarize of the results of CFA research

Table 3. Table of Validity and Reliability

Variable	Indicator	t-Value	Standardized Loading Factor	Construct Reliability (CR)	Average Variance Extract (AVE)
Perceived System Quality	PSQ_1	18.38	0.93	0.907	0.770
	PSQ_1	15.67	0.84		
	PSQ_1	16.18	0.86		
Perceived Content Quality	PCQ_1	16:45	0.87	0.908	0769
	PCQ_2	17:58	0.90		
	PCQ_3	16:27	0.86		
Customization	CU_1	16:36	0.86	0895	0682
	CU_2	14:03	0.78		
	CU_3	14:27	0.79		
	CU_4	16.73	0.87		
Perceived Ease of Use	PEOU_1	16:49	0.86	0931	0.729
	PEOU_2	15.82	0.84		
	PEOU_3	16:45	0.86		
	PEOU_4	15.75	0.84		
	PEOU_5	16.8	0.87		
Perceived Price Level	PPL_1	17:45	0.91	0.900	0752
	PPL_1	15.72	0.85		
	PPL_3	15:37	0.84		
Perceived Psychological Risk	PR_1	15.2	0.84	0873	0698
	PR_2	16.91	0.90		
	PR_3	13:32	0.76		
Perceived Enjoyment	PE_1	17:08	0.88	0921	0749
	PE_2	17:52	0.90		
	PE_3	16:15	0.86		
	PE_4	15.1	0.82		
Attitude to Use	ATTU_1	18:03	0.91	0927	0804
	AATU_2	17:45	0.89		
	AATU_3	17:46	0.89		
continuance Intention to Use	ICU_1	17:45	0.90	0915	0.786
	ICU_2	16.80	0.88		
	ICU_3	16.82	0.88		

Source : Data Analysis (2020)

4.3. Structural Model Test Results

The next stage after CFA is structural model testing. From the test results of structural models in this study showed good results ($\chi2 = 594.61$, df = 405 $\chi2$ / df = 1.47; CFI = 0.99; NFI = 0.85; RMSEA = 0.043; SRMR = 0.048).

**Table 4. Model Match (*Goodness of fit*)**

Index	Limit value of *goodness of fit*	Value	Result
RMSEA	RMSEA<0.08	0.043	*Acceptable fit*
CFI	CFI ≥ 0.95	0.99	*Acceptable fit*
PNFI	0 ≤ NFI ≤ 1	0.85	*Acceptable fit*

After the model fit test, the next step is to test hypothesis. In this study there are 10 research hypotheses to be tested.

Figure 2.
Structural Model Test Results

Chi-Square=581.89, df=405, P-value=0.00000, RMSEA=0.043
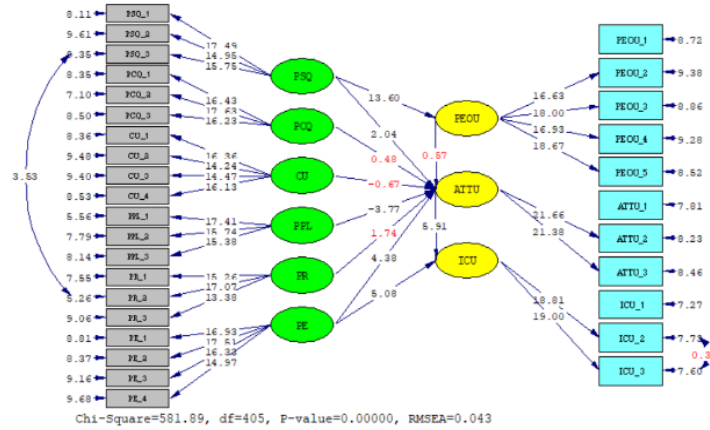
Table 5. Summary Hypothesis

	Hypotheses	β	T-Value	Support
H₁	Perceived System Quality → Perceived Ease of Use	0.85	13.60	Support
H₂	Perceived system → quality to attitude to use	0.41	2.04	Support
H₃	Perceived ease of use → attitude to Use	0.05	0.57	Not Support
H₄	Perceived content quality → attitude to use	0.05	0.48	Not Support
H₅	Customization → attitude to use	-0.09	-0.67	Not Support
H₆	Perceived price level → attitude to use	-0.23	-3.77	Support
H₇	Perceived psychological risk to attitude →Use	0.11	1.74	Not Support
H₈	Perceived Enjoyment → Attitude to Use	0.52	4.38	Support
H₉	Perceived Enjoyment → Continuance Intention	0.44	5.08	Support
H₁₀	Attitude to use → continuance intention to use	0.51	5.91	Support

Source: Data Analysis (2020)

For H₁, the t-value is 13.60 (≥1.65). Therefore, it can be concluded that the data in this study support the statement that the perceived system quality variable has a positive effect on attitude to use. This is in line with the research of Liou *et*

al., (2015) which states that perceived system quality has a positive effect on perceived ease of use. This research proves that Netflix provides good display quality and has good system performance. This can be seen by how Netflix provides a feature called adaptive streaming where this feature allows users to watch movies longer with minimal internet consumption. This feature uses a machine learning to determine adaptive bitrate and encoding per second according to the condition of the internet connection at that time. In addition, Netflix also uses adaptive UI features that function to adjust the user interface, especially to entry level devices so that it is lighter when loading videos. This is also in line with research Cheong and Park (2005); Wixom and Todd (2005); McFarland and Hamilton (2006); Lin (2007) which states that perceived system quality has a positive effect on perceived ease of use.

H_2 shows the t-value of 2.04 ($\geq$1.65). Therefore, it can be concluded that the data in this study support the statement that the perceived system quality variable has a positive effect on attitude to use. This is in line with the research of Liou *et al.,* (2015), which states if perceived system quality has a positive effect on attitude to use. In this study, the perceived system quality variable is proven to have an effect on attitude to use on the Netflix application. This can occur because Netflix uses a security system with artificial intelligence to detect illegal accounts and closes various security holes to detect illegal accounts or hacked user accounts. This is also in line with Shin (2007) research and Shin (2012), which states that perceived system quality has a positive effect on attitude to use.

For H_3, the structural model calculation results show a t-value of 0.57 that does not meet the minimum criteria of t-value $\geq$1.65. This states that perceived ease of use has no effect on attitude to use.

Therefore, it can be concluded that the perceived ease of use variable does not significantly influence attitude to use. Bogart and Wichadee (2015) also states that perceived ease of use does not have a significant relationship with attitude to use. The reason perceived ease of use has no effect on attitude to use is because millennial generation is considered to have understood the technology and is easier to adopt new technology than the older generation. To learn how to use new technology is not a significant problem for millennials because they are happy to learn new things. Ease is not the main factor that can influence millennial attitudes. In addition, due to technological advances that are increasingly rapid making the ease in a system is a must-have thing. This situation makes all systems collectively provide similar facilities for consumers so that it is not the main thing for consumers to make the convenience of a system as one of the factors determining the attitude of use.

For H_4, the t-value is 0.48 ($\leq$1.65). Therefore, it can be concluded that the data in this study stated that the variable perceived content quality did not significantly influence attitude to use. At present, Netflix has implemented predictive modeling to optimize content quality control so that streaming experiences related to video, audio and text quality are avoided (Govind & Balachandran, 2016). For H_5, the t-value is -0.67 ($\leq$1.65). Therefore, it can be concluded that the data in the study stated that the variable customization significantly did not affect the attitude to use.

For H_6, the t-value is -3.77 ($\leq$-1.65). Therefore, it can be concluded that the data in this study support the statement that the perceived price level variable has a negative effect on attitude to use. This is in line with Cheong and Park's research (2005) which states that the perceived

price level has a negative influence on attitude to use. In this study shows that the majority of respondents feel burdened or objected to the level of subscription fees set by Netflix where Netflix subscription prices tend to be more expensive when compared to other providers of video streaming services on demand. Moreover, in order to enjoy a Netflix content with high image resolution, users are required to dig deeper.

For H_7, the structural model calculation results show a t-value of 1.74 that does not meet the minimum criteria of a t-value of $\leq$-1.65. This states that perceived psychological risk has no effect on attitude to use. According to the results of research conducted by Curran and Meuter (2005) which states that perceived risk does not have a significant relationship to attitude to use. This is caused by the information that appears in the upper left corner of the screen for a few seconds when we play a film or tv series related to some explicit content contained in the title of the film or tv series that we are watching so that we can avoid the explicit content. Some notices given by Netflix related explicit content such as harsh words, violence, sex, nudity, smoking, alcohol, and drugs were announced by Netflix in advance before the film or TV series began. Thus, psychological risks that consumers might experience while watching a Netflix content can be prevented.

For H_8, the t-value is 4.38 ($\geq$1.65). Therefore, it can be concluded that the data in this study support the statement that the perceived enjoyment variable has a positive effect on attitude to use. The β value of 4.38, indicates that perceived enjoyment is still the strongest predictor that forms a positive attitude in the use of technology products, which in this case is SVOD. This reinforces previous research conducted by Chen *et al.,* (2017) and Ha *et al.,* (2007). Perceived enjoyment refers to the psychological feelings of users when consuming technology-based entertainment. Providing creative entertainment content with a clear storyline will create a feeling of joy when watching content on Netflix

For H_9 shows a t-value of 5.08 ($\geq$1.65). Therefore, it can be concluded that the data in this study support the statement that the perceived enjoyment variable has a positive effect on continuance intention to use. This is in line with the results of Nguyen (2015) research, which states that the perceived enjoyment of driving continuous use behaviors in technology products, which in this study is SVOD.

For H_{10}, the t-value is 5.91 ($\geq$1.65). Therefore, it can be concluded that the data in this study support the statement that the attitude to use variable has a positive effect on continuance intention to use. This is in line with the research of Liou *et al.,* (2015) which states if attitude to use has a positive effect on continuance intention to use. According to Schepers & Wetzels (2007) and Chang *et al.,* (2015) emphasize that there is a positive relationship with attitude to use with continuance intention to use where when a user decides to use a system, it starts with the user's attitude towards the system so that it will create a willingness to continue using it.

In this study, it shows that the majority of respondents have an opinion after knowing the reviews about Netflix content both online and offline, that an attitude will emerge that makes respondents have the intention to use Netflix services as a provider of video streaming on demand that entertain their users.

5. Conclusion

In this study the results of data analysis using Structural Equation Modeling (SEM) to examine the effect of

perceived system quality on attitude to use and the effect of perceived system quality, perceived ease of use, perceived content quality, customization, perceived price level, and perceived psychological risk of continuance intention to use through attitude to use on the Netflix application, this study can be concluded that in terms of cognitive aspects, Perceived System Quality, Perceived Ease of Use, Perceived Price Level and Perceived Enjoyment have a positive effect on attitude to use Netflix. Meanwhile, perceived content quality, customization and Perceived Risk have no effect on Netflix's attitude to use. The results also showed that attitude (affective aspect) was a predictor of continuance intention to use Netflix (conative aspect)

5.1. Managerial Implication

Based on the results of research that has been obtained, there are several suggestions for companies that can be used to increase continuance intention to use from Netflix users, namely:
1. Consumers will tend to give a positive attitude or behavior when an application service system can run with well. So Netflix must provide good performance and quality in its application. Netflix can realize this by providing additional security features to the Netflix application every time a user opens Netflix and provides the option to set the bitrate manually, and provides notification of updates or application updates to the user to minimize errors.
2. One of the factors that influence attitude to use is the perceived price level when the price is very high; the user will tend to have a low attitude to use. So the effort that needs to be implemented by Netflix is to provide a shorter subscription option and provide exclusive promos or prices

at certain periods. Previous research by Purnamaningsih *et al.*, (2019) and Tehubijuluw & Sari (2017) have shown that competitive pricing could lead to the increasing value of an adopted technology that leads to customers willingness to spend. Users will tend to have a high level of intention to use when they already have a positive attitude or behavior in using the application. So that efforts can be made by Netflix by giving bonus features for each original Netflix content and providing commenting features that allow each user to be able to comment on any content contained on Netflix.

5.2. Suggestions for Further Studies

Research This study certainly still has various limitations that require improvements for further research. Based on the conclusions obtained, the researchers propose suggestions for further research, including:
1. For further research, it would be better if the researcher could discuss the factors that made people decide to unsubscribe from Netflix as explained in the Moses survey (2019) where There are 3 main reasons why someone unsubscribes to Netflix, which is to reduce expenses, price that is not comparable, and dissatisfaction with Netflix content.
2. In this study, researchers only examined the perceived system quality variable on attitude to use and the effect of perceived system quality, perceived ease of use, perceived content quality, customization, perceived price level, and perceived psychological risk and perceived enjoyment of continuance intention to use through attitude to use Netflix users. So in

subsequent studies, the researchers suggest adding another variable to measure the level of user behavior of an application service: compatibility because based on research, Vijayasarathy (2004) compatibility is one of the factors that influence application user behavior.

For researchers who want to continue research on variables similar to this research, it would be better if they can find research objects that have competitiveness so that development can be done in the future and the results of the research can be compared. Research object can be used, for example, Viu, We Tv, HBO Go, or Apple Tv, an SVOD service that is developing in Indonesia and is a competitor of Netflix

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