

## Studying Indonesian Local Streaming Services Adoption Using Extended UTAUT2 Model

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### ABSTRACT

This research aims to analyze the factors that influence continue use intention among local streaming service users from Indonesia namely Vidio using UTAUT2 model and additional variables in the form of Discovery of New Content and Ubiquity. This research using 401 Vidio user respondents and analyzing using SmartPLS software. The results of this study shows performance expectancy, social influence, price value, habit, and ubiquity are considered to significantly influence the continuance intention for the Indonesian local streaming services named Vidio. This study is the first ever to examine the adoption of local OTT streaming services in the country of Indonesia using the extended UTAUT2 model.

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## INTRODUCTION

Over-the-top (OTT) service refers to a broadcast streaming media service using the internet. If traditional services must use physical infrastructure channels such as cables, set-top boxes, and satellites, then OTT services do not require this because the internet is the only core infrastructure of this service to be able to send media in the form of content (Basu, 2023). The trend of using OTT streaming services is also quite massive in Indonesia. According to an article from theTradeDesk released in March 2022, it is said that 1 in 3 Indonesians have used the services from OTT streaming providers. In addition, the consumption rate of OTT services in Indonesia also increased by 40% on a year-on-year basis that year, making Indonesia the country with the largest total consumption of OTT services in the Southeast Asia region (theTradeDesk, 2022).



**Figure 1. Comparison of Platforms to Watch Best Quality Content (AVIA, 2023)**

According to data from the Asia Video Industry Association (AVIA) released in August 2023, Premium OTT streaming platforms in Indonesia (Vidio, Netflix, Viu, Disney+, RCTI+, WeTV, etc.) were rated 75% for the category of services that can provide quality content by respondents aged 16 and above. The data implies that OTT streaming platforms can also be said to be superior when viewers of content-based media services want to enjoy quality content compared to content available on user-generated-content (UGC) platforms such as Youtube, TikTok, etc. The presence of OTT applications that can be used to watch shows on television makes the role of Analog TV can begin to be replaced. Even the Ministry of Communication and Information of the Republic of Indonesia has slowly disabled access to Analog TV broadcasts since November 4, 2022 (KOMINFO, 2022).

There are several OTT players in Indonesia, some of which are local OTT players such as Vidio, RCTI+, and GoPlay. Of the three OTTs from Indonesia, according to an article published by restofworld.org, Vidio is the only locally made OTT that is able to compete with OTT streaming service providers from abroad such as Netflix and Disney+ (Timmerman, 2022). Based on this, this research will focus on the adoption and usage aspects or continuance intention of users from the Indonesia local streaming service provider named Vidio.

Continuance intention refers to the user's intention to continue using a product or system (Bhattacharjee, 2001; Shelstad et al., 2020). Continuance intention is also an important aspect of consumer behavior (Bhattacharjee, 2001). Investigating consumer behavior in e-commerce-based companies is very necessary (Begam, 2020). It is important for businesses and organizations to understand the key determinants of Continuance intention to ensure long-term growth and sustainability (Assensoh-Kodua, 2014).

There have been many previous studies related to continuance intention used in the context of streaming services including using the Technology Acceptance Model (Camilleri & Falzon, 2020; Bhatt, 2021; Kuo & Hsu, 2022), using Uses and Gratification Theory (Camilleri & Falzon, 2020; Hsu & Lin, 2021), perceived value (Jia et al., 2023; Kuo & Hsu, 2022; Chai et al., 2021; Qing & Jin, 2022), UTAUT (Malewar & Bajaj, 2020; Shah & Mehta, 2022; Bhattacharyya et al., 2021; Abdul Latiff et al., 2022; Soren & Chakraborty, 2024; M et al., 2021; Barata & Coelho, 2021; Lüders, 2020). Based on several previous studies, constructs related to TAM (Technology Acceptance Model) and the development of TAM, namely UTAUT (Unified Theory of Acceptance and Use Technology) have been widely adopted to measure the level of adoption and use of digital services and have been carried out in the context of open-online courses (Li & Zhao, 2021), mobile banking (Zaenudin & Tricahyono, 2023), e-commerce (Indrawati & Shaina, 2021), library self-services (Wu & Wu, 2019), and e-wallet (Esawe, 2022), all of which variables have been proven to have a significant effect. Therefore, because the constructs of the UTAUT model have proven significant for several cases in previous studies, the latest of technology acceptance model called UTAUT2 model will be used in this study. In addition to using constructs from the UTAUT2 model, two other constructs, namely Discovery of New Content and Ubiquity which are developments from the Theory of Consumption Value (TCV) by Mäntymäki et al. (2019) in the context of music streaming services will also be used due to the similarity of context both in terms of freemium services and products offered in the form of content. Understanding the determinants of continued use intention is very important for business companies to retain users and maintain a competitive advantage.

## **THEORETICAL REVIEW**

Continuance intention refers to the user's intention to continue using a product or system (Bhattacharjee, 2001). Continuance intention is strongly influenced by engagement and interactivity (Huang et al., 2021). Perceived usefulness, perceived suitability of information and prior experience positively influence continuance intention (Zhu & Yang, 2023). It is important for companies and organisations to understand the key determinants of continuance intention to ensure long-term growth and sustainability of the organisation (Assensoh-Kodua, 2014).

This study uses the UTAUT2 model developed by Venkatesh et al. (2012) with additional variables in the form of ubiquity and discovery of new content from Mäntymäki et al.'s (2019) research. The UTAUT2 model is used because many of the previous studies have used this model to measure the

adoption and use of a technology. In addition, this model has also been tested in several studies in the context of streaming services in the different research area. This model also represents seven aspects that can explain usage in the context of technology. The seven theories from the models are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit. Apart from these seven theories, two other additional theories are theories from the research of Mäntymäki et al. (2019), namely ubiquity and discovery of new content, which is a feature needed by users in the context of streaming services.

### ***Performance Expectancy (PE)***

Performance Expectancy defined as the belief of individuals that the use of technology can make individuals get benefits and improve performance (Venkatesh et al., 2012). Performance Expectancy has been shown to have a positive effect in the context of research related to the over-the-top/streaming services business (Malewar & Bajaj, 2020; Soren & Chakraborty, 2024; M et al., 2021; Barata & Coelho, 2021). So the hypothesis for this construct is:

H1. Performance Expectancy (PE) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

### ***Effort Expectancy (EE)***

Effort Expectancy defined as individual's belief regarding the level of effort required to use technology (Venkatesh et al., 2003). The construct has also been proven significant in the context of using streaming services and over-the-top services in research in the different area of study (M et al., 2021; Nugraha & Rachmawati, 2021; Malewar & Bajaj, 2020). So the hypothesis for this construct is:

H2. Effort Expectancy (EE) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

### ***Social Influence (SI)***

Social influence is defined as the influence of the social environment or closest people to use or not use technology (Venkatesh et al., 2012). Social Influence has also been shown to have a positive effect in the context of studies that discuss streaming services and over-the-top services (Abdul Latiff et al., 2022; Bhattacharyya et al., 2021; Shah & Mehta, 2022; Shen, 2023; M et al., 2021; Kania et al., 2022). Then the hypothesis for this construct is:

H3. Social influence (SE) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

### ***Facilitating Conditions (FC)***

Facilitating conditions defined as the availability of technical support and existing infrastructure (Venkatesh et al., 2012). Facilitating Conditions have also been shown to have a positive effect in the context of studies that discuss

streaming services and over-the-top services (Shah & Mehta, 2022; M et al., 2021). So the hypothesis for this construct is:

H4. Facilitating Conditions (FC) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

#### ***Price Value (PV)***

Price Value is a comparison between the benefits obtained from the application and the costs that must be incurred to use (Venkatesh et al., 2012). Several previous studies have proven that this construct is significant in the context of streaming services and over-the-top services (Malewar & Bajaj, 2020; M et al., 2021; Aranyosy, 2022; Barata & Coelho, 2021; Lüders, 2020; Gunadi et al., 2023; Nugraha & Rachmawati, 2021). Then the hypothesis on the construct is:

H5. Price Value (PV) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

#### ***Hedonic Motivation (HM)***

Hedonic Motivation is a feeling of pleasure obtained by individuals from using technology (Venkatesh et al., 2012). Hedonic Motivation has also been shown to have a positive effect in the context of studies that discuss streaming services and over-the-top services (M et al., 2021; Soren & Chakraborty, 2024; Aranyosy, 2022; Gunadi et al., 2023; Kania et al., 2022; Nugraha & Rachmawati, 2021). So, the hypothesis for this construct is:

H6. Hedonic Motivation (HM) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

#### ***Habit (HAB)***

Habit is an automatic and repetitive behavior that individuals develop through repeated use of technology (Venkatesh et al., 2012). Habit has also been shown to have a positive effect in the context of studies that discuss streaming services and over-the-top services (Malewar & Bajaj, 2020; M et al., 2021; Soren & Chakraborty, 2024; Aranyosy, 2022; Barata & Coelho, 2021; Nugraha & Rachmawati, 2021). So, the hypothesis on this construct is:

H7. Habit (HAB) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

#### ***Discovery of New Content (DNC)***

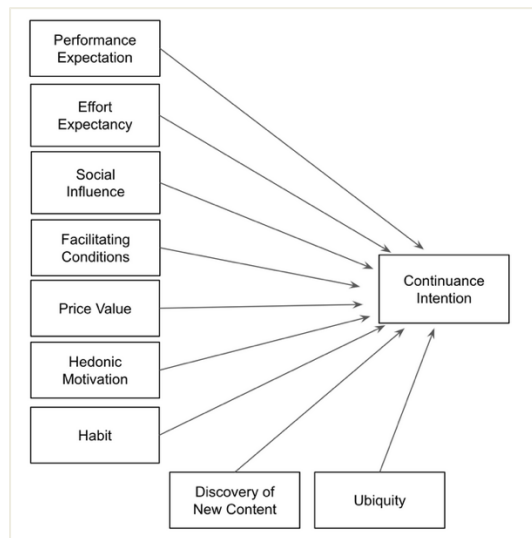
Mäntymäki et al. (2019) illustrates the TCV value of epistemic value as 'Discovery of New Content' which means that the existence of new content can influence users to find content that suits their desires. In the context of the Spotify application, Personalized recommendations have the potential to make users consume more and diverse content (Holtz et al., 2020). So the hypothesis for this construct is:

H8. Discovery of New Content (DNC) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.

### **Ubiquity (UB)**

Mäntymäki et al. (2019) illustrate the TCV value of functional value as 'Ubiquity' which is defined as the availability of various accesses that can be used to access content. This construct has been used in previous studies to measure use intention in the context of mobile cloud storage services (Arpaci, 2016), Alipay (Khayer & Bao, 2019), Metaverse in Higher Education (Salloum et al., 2023). Then the hypothesis for this construct is:

H9. Ubiquity (UB) has a positive and significant effect on users Continuance Intention (CI) streaming services platform Vidio.



**Figure 2. Research Framework**

## **METHODOLOGY**

This research study uses a quantitative approach. The data in this study used primary data collected using Google Forms from 401 respondent Vidio users. The respondent selection technique in this study used purposive sampling method. Data collection was carried out from September 2023 to December 2023. The measurement scale in this study uses a 5 point Likert-scale where (1) represents strongly disagree and (5) represents strongly agree. Data analysis process in this study uses SmartPLS 4.0 software.

## **RESULTS**

### ***Validity Test & Reliability Test***

Things that must first be checked are related to measurement models on the data that has been obtained (Hair et al., 2019). The first measurement model to be checked is related to internal loading with a recommended score of above 0.708. Second, check composite reliability aspect to determine the consistency of

the reliability aspect with the recommended score, which is in the range of 0.6 - 0.7 which is considered 'acceptable' and in the range of 0.70 - 0.90 can be considered 'satisfactory good' (Hair et al., 2019). The third step is to assess the convergent validity of each measured construct. Convergent validity is done to explain the variance that occurs in each item (Hair et al., 2019). The metric used to measure convergent validity is Average Variance Extracted (AVE) with a minimum range of 0.50 or greater. The fourth step in the measurement model is to use the Heterotrait-Monotrait Ratio (HTMT) developed by Henseler et. al (2015) with a range of numbers below 0.85 or 0.90 (Hair et al., 2019).

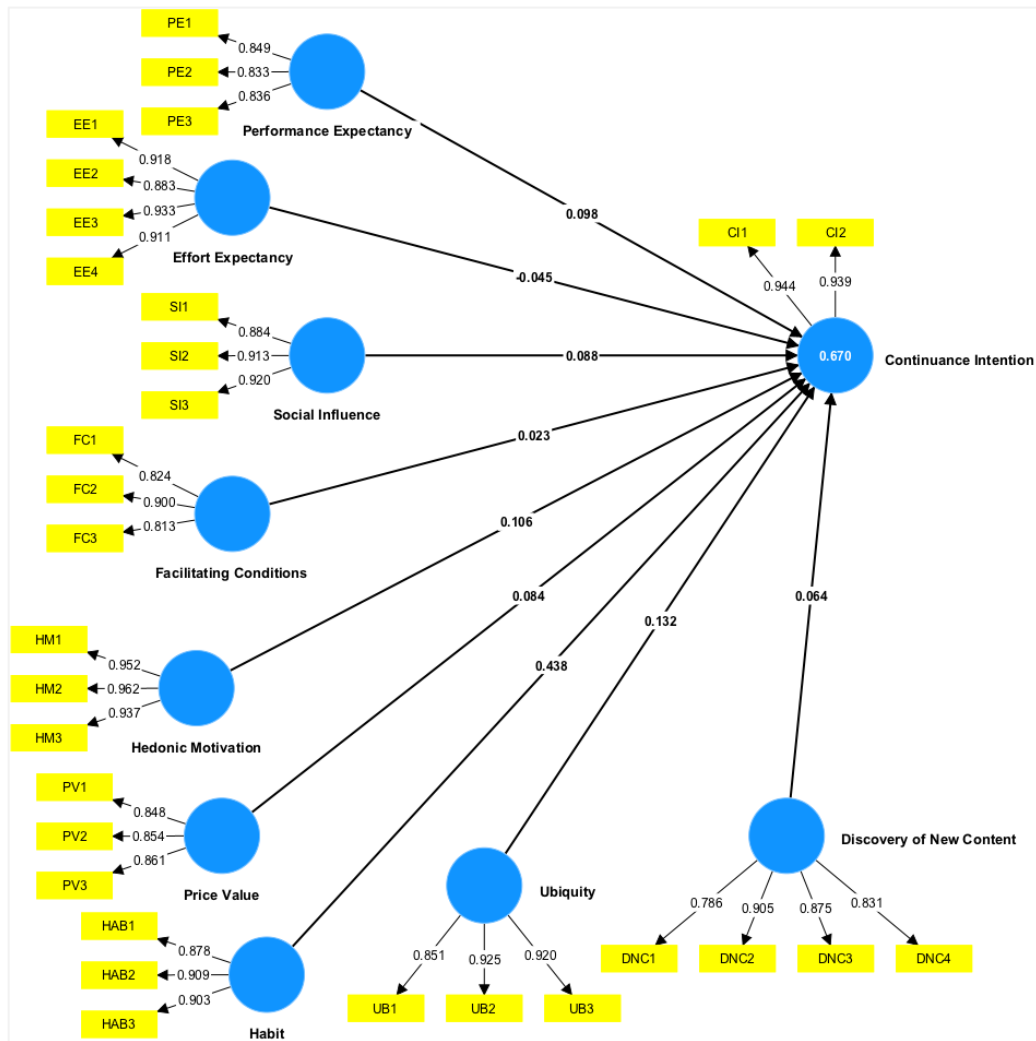


Figure 3. Outer Loading

Based on the information in Figure 3, it can be seen that all variable instruments have a loading factor number above 0.7 so that it can be ascertained that all variable instruments are said to be valid on this criterion. The next indicator is convergent validity which is represented through the AVE number. The AVE value for each variable in the calculation of table 1 shows a number above 0.5 as a whole. The next indicator is composite reliability of table 2 shows

**Table 1. AVE Results**

<b>Variable</b>	<b>AVE</b>
Performance Expectancy (PE)	0.704
Effort Expectancy (EE)	0.831
Facilitating Conditions (FC)	0.717
Social Influence (SI)	0.820
Hedonic Motivation (HM)	0.903
Price Value (PV)	0.730
Habit (HAB)	0.804
Discovery of New Content (DNC)	0.723
Ubiquity (UB)	0.809
Continue Use Intention (CI)	0.886

that all variables have numbers above 0.7 so that when viewed from this indicator it can be said to be very good. The next indicator is convergent validity which is represented through the AVE number. The AVE value for each variable in the calculation of table 1 shows a number above 0.5 as a whole. The last indicator seen is the HTMT number of each variable. It can be seen in table 3 that the HTMT number of each variable as a whole below 0.9. Thus, all aspects of convergent validity in this study are fulfilled.

**Table 2. Reliability Test**

<b>Variable</b>	<b>CA</b>	<b>CR</b>
Performance Expectancy (PE)	0.782	0.87
Effort Expectancy (EE)	0.940	0.95
Facilitating Conditions (FC)	0.809	0.88
Social Influence (SI)	0.881	0.93
Hedonic Motivation (HM)	0.954	0.96
Price Value (PV)	0.822	0.89
Habit (HAB)	0.883	0.92
Discovery of New Content (DNC)	0.881	0.91
Ubiquity (UB)	0.895	0.92
Continue Use Intention (CI)	0.867	0.94

**Table 3. Heterotrait-Monotrait Ratio (HTMT)**

	CI	DNC	EE	FC	HAB	HM	PE	SI	UB
CI									
DNC	0.73								
EE	0.60	0.63							
FC	0.48	0.50	0.73						
HAB	0.86	0.72	0.57	0.37					
HM	0.73	0.77	0.74	0.60	0.71				
PE	0.80	0.80	0.75	0.63	0.79	0.83			
PV	0.72	0.73	0.61	0.56	0.70	0.70	0.77		



SI	0.56	0.55	0.43	0.36	0.51	0.47	0.63	0.46	
UB	0.68	0.72	0.72	0.69	0.59	0.74	0.70	0.69	0.45

**R<sup>2</sup> Analysis**

The standard criteria that are quite common in structural tests are coefficient determination or commonly called R<sup>2</sup>, statistical significance and relevance path coefficient (Hair et al., 2019). The R<sup>2</sup> will measure the model's explanatory power

**Table 4. R-Squared Results**

R-Square	Adjusted R-Square
0.67	0.662

from 0 to 1 with higher values indicating great explanatory power (Hair et al., 2019). Statistical significance and relevance paths that can represent hypothesis testing will be calculated using the bootstrapping method in SmartPLS software. Based on the calculation of the R<sup>2</sup> number in table 4. It can be seen that the variables used in this study can explain the context of continuance intention of 0.67 or 67% in a percentage. The remaining 33% of other factors related to the context of continuance intention cannot be explained through the variables used in this study.

**Table 5. Hypothesis Testing**

	Path coefficient	t-statistic	p-value	Hypothesis Supported
PE → CI	0.098	1.867	0.031	Yes
EE → CI	-0.045	0.832	0.203	No
SI → CI	0.088	2.125	0.017	Yes
FC → CI	0.023	0.561	0.287	No
HM → CI	0.106	1.063	0.144	No
HAB → CI	0.438	7.485	0.000	Yes
PV → CI	0.084	1.797	0.036	Yes
UB → CI	0.132	2.418	0.008	Yes
DNC → CI	0.064	1.055	0.146	No

The path coefficient value is used to determine whether an independent variable in this study has a positive influence or negative influence on the dependent variable. The t-statistic value is used to see whether the hypothesis of the variable is rejected or accepted. This study has 401 total respondents. Thus, the t-table number that will be used in this study is 1.64. The provisions for the t-statistic test are if the t-statistic number is greater than the t-table (t-statistic > 1.64) then the hypothesis is accepted and if the t-statistic number is smaller than the t-table (t-statistic < 1.64) then the hypothesis is rejected. Finally, the p-value is used to see whether a variable is significant or not. If the p-value

is more than 0.05 then the variable is not significant and if it is less than 0.05 then the variable is considered significant.

Based on the results of the calculation on Table 5, the variable of performance expectancy ( $t = 1.867$ ,  $p\text{-value} = 0.031$ ), social influence ( $t = 2.125$ ,  $p\text{-value} = 0.017$ ), price value ( $t = 1.797$ ,  $p\text{-value} = 0.036$ ), habit ( $t = 7.485$ ,  $p\text{-value} = 0.000$ ), and ubiquity ( $t = 2.418$ ,  $p\text{-value} = 0.008$ ) had significant influence on continuance intention on using OTT services. The others variable such as effort expectancy ( $t = 0.832$ ,  $p\text{-value} = 0.203$ ), facilitating conditions ( $t = 0.561$ ,  $p\text{-value} = 0.287$ ), hedonic motivation ( $t = 1.063$ ,  $p\text{-value} = 0.144$ ), and discovery of new content ( $t = 1.055$ ,  $p\text{-value} = 0.146$ ) has no influence on continuance intention using OTT streaming services.

The performance expectancy variable on continuance intention on the Vidio service has a positive and significant effect. These results are in line with several other studies that both discuss the context of using streaming services including (Malewar & Bajaj, 2020; Soren & Chakraborty, 2024; M et al., 2021; Barata & Coelho, 2021) where the Performance Expectancy variable is considered influential and significant for the context of using streaming services. From this, it can be concluded that Vidio users consider because the benefits they feel from using Vidio as streaming services application.

The social influence variable on continuance intention on the Vidio service has a positive and significant effect. These results are in line with several other studies that both discuss in the context of streaming services where this variable has a positive and significant effect on the context of use as in research (Kania et al., 2022; M et al., 2021; Shen, 2023; Shah & Mehta, 2022; Bhattacharyya et al., 2021). From this study, it can be concluded that Vidio users consider social influence or the influence from people around can make Vidio users interested on using Vidio services.

The price value variable in this study can be said to have a positive and significant influence on the context of use of the Vidio streaming service. This result is in line with several other studies which also state that the price value variable has a positive effect on the context of use of streaming services (M et al., 2021; Malewar & Bajaj, 2020; Aranyosy, 2022; Barata & Coelho, 2021; Lüders, 2020; Gunadi et al., 2023; Nugraha & Rachmawati, 2021). From these results, it can be concluded that the price value variable, which is defined as a comparison of the benefits obtained with the price paid by the user (Venkatesh et al., 2012), has a positive influence on usage intention for users of Vidio streaming services.

The habit variable in this study can be said to have a positive and significant influence on the context of use. Several other studies also state that this habit variable has a positive effect on the context of use in streaming services (M et al., 2021; Malewar & Bajaj, 2020; Soren & Chakraborty, 2024; Aranyosy, 2022; Barata & Coelho, 2021; Nugraha & Rachmawati, 2021). From this study, it can be concluded that Vidio users already have repetitive behavior when they use Vidio streaming services.

Ubiquity variables in this study can be said to have a positive and significant influence on the context of use. Other studies also state that this

ubiquity variable has a positive effect on the context of use in streaming services as explained in the research of Lüders (2020) who defines the ubiquity variable in his research with the term 'convenience value'. In addition, there are also other studies in the context of music streaming services which state that this ubiquity variable has a positive effect even if it is associated with the context of intention to buy or maintain paid services (Mäntymäki et al., 2019).

## **DISCUSSION**

### ***Theoretical Implications***

This study has the following theoretical implications. First, the results of this study add to the literature aspect of similar studies related to the adoption or usage aspects of OTT Streaming Services. Previous studies have discussed aspects with a variety of study areas including research related to streaming services in India (Malewar & Bajaj, 2020; M et al., 2021; Shah & Mehta, 2022; Bhattacharyya et al., 202; Soren & Chakraborty, 2024), Portugal (Barata & Coelho, 2021), Norway (Lüders, 2020), Malaysia (Abdul Latiff et al., 2022), China (Shen, 2023), and Hungary (Aranyosy, 2022). In addition, several studies related to the context of streaming services have also been conducted in Indonesia but with the object of research from Disney+ platform (Nugraha & Rachmawati, 2021) and OTT services in Indonesia except Vidio (Kania et al., 2022). Thus, this research has contributed to studying the adoption of use for the context of OTT streaming services especially in Indonesia using the UTAUT2 model. Second, research has tested the Ubiquity variable as a variable that affects the context of adoption of the use of streaming services platforms, just like Luders' (2020) research, although with a different area of study. The context related to streaming services platforms that use the UTAUT/UTAUT2 model has different extended variables, for example using content availability (Malewar et al, 2022) and the Three-Component Model (Soren, 2024). Thus, the Ubiquity variable in research sourced from Mantymaki (2019) in measuring purchase intention is proven to have an effect on the context of continuance intention.

### ***Managerial Implications***

In this study, there are several managerial implications that can be done by OTT streaming service providers. First, currently the aspects related to performance expectancy are considered quite good, Vidio must still be able to improve more relevant ways of presenting content according to user desires. Second, from this study it can be seen that the service provider, in this case Vidio, must be able to increase the influence of people who have used their services so that more and more other new users want to use Vidio's streaming services. Third, Although the subscription price currently offered is quite affordable for users to enjoy all the services available, it will certainly be a challenge for the company if in the future it needs to increase the price of the services they currently offer. Fourth, There needs to be breakthroughs in the current service so that using Vidio can become a habit for users. Fifth, users have been greatly helped by the access capabilities provided by Vidio from various devices such as access via laptop/desktop computer, app

(iOS/ Android), and Smart TV. However, Vidio should and needs to ensure that all access from various devices is not an act of account sharing which may be detrimental to Vidio itself as it could threaten to reduce the company's revenue.

## CONCLUSIONS AND RECOMMENDATIONS

In this study, the UTAUT2 model was tested with additional variables in the form of Discovery of New Content and Ubiquity, the total variables used in this study were nine variables. Of these nine variables, it was found that only five variables, namely performance expectancy, social influence, price value, habit, and ubiquity, have a positive and significant influence on the context of use of local streaming services called Vidio.

## FURTHER STUDY

The model used in this study namely UTAUT2 with the addition of Ubiquity and Discovery of New Content variables are only able to explain 67% of the factors related to continuance intention on Vidio streaming services, while 33% are other factors that cannot be explained in this study. Future research can try to analyze in terms of feature reliability because in this study only the Ubiquity variable is directly related to feature superiority.

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