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The Influence of Content Richness, Perceived Ease of Use, and Perceived Usefulness on the Use of Iflix Application in Indonesia

Anggriani Harini¹, V. Dicko Marcello², M. Rafi Juniko Putra³, Andre A. Prabowo⁴, La Mani⁵, Z. Hidayat^{6*}

^{1,2,3,4,5,6}Communication Department, BINUS Graduate Program–Master of Strategic Marketing Communication, Bina Nusantara University, Indonesia anggriani.harini@binus.ac.id, vincentius.marcello@binus.ac.id, mochammad.putra003@binus.ac.id, andre.prabowo@binus.ac.id, la.mani@binus.edu, z.hidayat@binus.edu*

Abstract

An alternative channel for watching cinema film entertainment is the online channel which is growing rapidly. Cinema media consumer behavior has shifted along with the generation of its users. This study aims to examine the effect of Content Richness, Perceived Ease of Use, and Perceived Usefulness on the use of the Iflix application in Indonesia. A quantitative approach with a survey methodology was carried out to 422 respondents following the official Iflix Indonesia social media. Data processing was carried out using SEM-PLS to test various relationships between variables. The most significant number of Iflix application users are in the age group ≤ 17 years and ≤ 25 years, with 55.9% of respondents in the female gender group. The level of education of respondents ranged from high school graduates 60.2%, and 50.7% bachelor degree. Meanwhile, some of the respondents were students 50.5% and the rest were employees. It was found that the effect of Perceived Ease of Use has a significant and positive influence on users of the Iflix application with a score of 7.211. It can be concluded that Content Richness, Perceived Ease of Use, and Perceived Usefulness have a positive and significant effect on users of the Iflix application.

I. Introduction

In early March 2020, Indonesia was given the information that the coronavirus had entered the country. This pandemic has had an impact on all walks of life. The impact of the pandemic on students is that they are required to study at home via online classes. Much activity at home because the government has advised everyone to stay home to prevent the further spread of the coronavirus. Due to a large number of activities at home, many people in Indonesia became bored. Activities that are too often done at home make people use the internet as a means of communication, resulting in feeling bored at home. Video-on-demand services, such as watching movies through streaming applications, are one way to overcome people's boredom at home. A survey in 2019—2020 stated that 68.7% of internet users in Indonesia accessed social media, including applications, to watch movies/videos (APJII, 2020).

Television channels and cinema buildings have found their position in the transition to online. The consumption of entertainment films has shifted to private networks in the

Keywords

content richness, Iflix, perceived ease of use, perceived usefulness, application users Sudapest Institut



rooms of each young consumer because they feel freer to enjoy entertainment on Netflix and Iflix (Jenner, 2018; Kuscu-Ozbudak, 2022). User experience becomes the basis for examining other factors that affect customer satisfaction for cinema viewing channels such as Netflix (Martins & Riyanto, 2020). Meanshile, the Iflix application is used for streaming, and services are either paid or free. To use Iflix, users need a device, such as a television, smartphone, tablet, or laptop, that users can use to download the application from the operating system application market that the users have, such as Google Play Store and Apple Store (Iflix, 2017). Iflix Indonesia is widely known for its widespread content in mass media, such as social media, especially on Instagram (Martín-Quevedo, Fernández-Gómez, & Segado-Boj, 2019). By observing the Content Richness, Perceived Usefulness, and Perceived Ease of Use of the Iflix application, the researcher wanted to determine how much influence the Iflix Indonesia application had on its users.

Similar studies took samples of Netflix subscribers to examine the factors influencing customer engagement (Auditya & Hidayat, 2021). However, this paper focuses on Netflix's main competitor Southeast Asia, Iflix. In Indonesia, Iflix is the fourth most popular service, scoring 24.35% in the survey, according to the DailySocial. The tediousness of a person during the pandemic has caused a rise in interest in movie streaming applications. Movie and entertainment content accessed worldwide has opened a battle on YouTube, TV, Netflix, and Iflix channels. This new distribution and presentation have made the competition even more challenging in the audiovisual media market (Budzinski, Gaenssle, & Lindstädt-Dreusicke, 2021) and users freely click and then get addicted to continue to browse content that is increasing with a variety of foreign content. (Limov, 2020).

A similar study was also conducted by Susanno, Phedra, and Murwani (2019) which examined the determinants of intention to spend more time binge-watching for Netflix subscribers. However, this paper has a very specific context for the Southeast Asian region, where the market is filled with Korean Drama products and has received wide acceptance from the audience. Korean cultural products are one of the mainstays of Iflix, so this paper is unique compared to previous similar studies. Southeast Asian young people welcome the rise of Korean popular culture and have made it a lifestyle and conversation in their daily life (Peichi, 2013; Shim, 2006).

The competition between subscription deals for film applications in Indonesia is getting tighter, in which the Iflix application participates. In this study, it can be identified that the problems in this study are as follow: the tediousness of people staying at home can affect their desire to watch streaming movies. With the number of video streaming applications that provide movies other than the Iflix application, some people do not know the content of Iflix Indonesia's Instagram account. Then there are still people who do not know the Usefulness and ease of using the Iflix application. Hence, the researcher needs to find out how much influence content richness has on Iflix Indonesia's Instagram account and the Perceived Usefulness and Perceived Ease of Use in using the Iflix Application to eliminate the boredom of staying at home during the pandemic.

II. Review of Literature

The Technology Acceptance Model (TAM) is used to examine various variables in this study related to the problem of efficiency and success in using media technology for showing films to Indonesian audiences. Online communication with applications such as If ix replaces the position of cinema as a communication output presentation technology such as audio-video. The internet network allows for broad distribution and several viewers. TAM was introduced by Davis (1985, 1986) as an adaptation of Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980), Ajzen and Madden (1986), which is specifically designed to model user acceptance of information systems. According to Venkatesh et al. (2003, 2012), several pre-existing theories can be utilized to develop a new integrated model. The new combined model is the Unified Theory of Acceptance and Use of Technology (UTAUT).

TAM is a model of the user's acceptance of system information technology developed by Davis et al. (1989) based on the TRA model, divided into two primary constructs in TAM. These main constructs are Perceived Usefulness and Perceived Ease of Use (Wei et al., 2009; Cebeci, Ince, & Turkcan, 2019). According to Lin et al. (2012), Content Richness, which is the variety of the content provided by a media, will affect a person's desire to use the media. Only on the Iflix application platform will viewers be able to view various kinds of video content, including other content services. The large variety of media content will positively influence Perceived Usefulness (Park et al., 2016).

The focus of testing several factors in audience or consumer behavior is an interesting context to study in this research (Matthew, 2020), especially the Iflix channel in Southeast Asia. One of the concerns of the technology acceptance model is to examine perceived usefulness and the extent to which a person's belief in using a particular technology can improve job performance. Thus, someone will use the technology if they believe that that information system can be helpful for them. Perceived Usefulness is a construct that gives confidence to someone if using a particular system provides an advantage for them. Perceived Usefulness can have a positive and significant influence on the use of information systems and in influencing individual performance. Perceived Usefulness is a significant and essential construct in influencing attitudes, behavioral intentions, and behavior in using technology compared to the other construct (Davis et al., 1989). Perceived Usefulness is believed to positively influence a person's intention to subscribe to the Iflix Application.

Perceived Ease of Use is the extent to which a person believes using a particular technology will be free from effort. It can be concluded that one will use an information system if one believes it is easy to use. Previous research has shown that the construct of Perceived Ease of Use can affect perceived usefulness, attitude, behavioral intention, and behavior (Davis et al., 1989).

Perceived Ease of Use is assumed to positively influence a person's intention to accept and use certain innovative technologies. If a system is challenging to use, consumers will not use the system. According to Weniger (2010), Perceived Ease of Use positively influences the intention to use the Iflix application. Latent variables, such as perception, are measured through indicators, for example, "easy to learn," "controllable," "clear and easy to understand," "flexible," and "easy to access."

The following framework of thinking shows how the process of communication through designed media helps to influence the user's interest in an application product, namely the Iflix Indonesia application.

The conceptual framework helps describe the relationship of concepts related to what will be studied. In this study, the conceptual framework explains the influence of Content Richness in the Iflix Indonesia Instagram account, the Perceived Usefulness, and the Iflix Application users. The effect of Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment on the Iflix Application users.



Figure 1. Research Hypotesized Model

III. Research Methods

The type of research used in this paper is quantitative research with an explanatory approach that examines the effect of several independent variables on the dependent variable. The method used in this research is to use a survey. In conducting this survey, the researcher will conduct direct research on the field and meet with the relevant population because this method supports the author's type of research by taking as many as 400 respondents chosen with the criteria, they have followed Iflix Indonesia's social media. The data is processed by SEM-PLS testing using the Smart PLS program (Hair et al., 2014, 2021).

In this study, the hypothesis is tested using a computer program tool (SmartPLS). Data analysis used descriptive and inferential statistical analysis. Descriptive statistical analysis was carried out with research data from the respondents' average score in the demographic context and then multivariate analysis with Smart-PLS. The hypothesis taken is H.0;1 zero, which means there is no significant effect between Content Richness, H.02 means there is no significant effect between Perceived Usefulness. Meanwhile, H.03 means there is no significant effect between Perceived Ease of Use, and H.04 means there is no significant effect between Perceived Ease of Use, and H.04 means there is no significant effect to towards the interest in using the Iflix application. In hypothesis H1.1 Content Richness affects the interest in using the Iflix application, H1.2 Perceived Usefulness affects the interest in using the Iflix application, H1.3 Perceived Ease of Use affects the interest in using the Iflix application, H1.3 Perceived Ease of Use affects the interest in using the Iflix application, H1.4 means there is no using the Iflix application, H1.5 Perceived Ease of Use affects the interest in using the Iflix application, H1.6 means the Iflix application, H1.6 means the Iflix application, H1.7 Perceived Usefulness affects the interest in using the Iflix application, H1.8 means Iflix application

PLS-SEM in this study is necessary for testing and measuring the direct and indirect effects of the variables' content richness, perceived usefulness, perceived ease of use, and perceived enjoyment. This study's independent (free) variable is the factor that influences the user's interest in the Iflix application (X). These factors are content richness on the Iflix Indonesia Instagram media, Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment. This study's dependent (bound) variable is the interest in using the Iflix application (Y).

Structural Equation Modelling--Partial Least Squares (SEM-PLS) is used to test the validity with SmartPLS software. SEM-PLS is needed to find the right structure by testing and measuring the direct and indirect effects between variables. The concern of this research lies in the variables Content Richness, Perceived Usefulness, and Perceived Ease of Use.

The research uses SEM-PLS with outer model (reflective) analysis, a measurement model that shows how the relationship between each indicator in the study relates to its

latent variable. Then, the inner model is a structural model that shows the relationship or the strength estimation between the study's latent variables.

The analysis of the outer model uses convergent and discriminant validity testing. The convergent validity test tests the loading factor and Average Variance Extracted (AVE) values. The measurement can be considered convergent if it has a loading factor validity of more than 0.7 and an AVE value of more than 0.5. (Nunnally & Bernstein, 1994).

Discriminant validity is reflected in the results of cross-loading tests between variables. Measurements can be considered discriminant if they have a validity cross-loading value of more than 0.7 (Henseler et al., 2010).

After testing the discriminant validity, then a reliability test was carried out to measure the consistency of the questionnaire construct with the specified indicators. A questionnaire is said to be reliable if the indicators used several times to measure the same object will always produce the same data on different occasions and places. According to Sekaran and Bougie (2010), reliability can be seen from the Cronbach's alpha value which must be more than 0.6, and the composite reliability value must be more than 0.7. Meanwhile, the composite reliability value measures the real reliability value of a variable, and Cronbach's alpha indicates the lowest reliability value measure of a variable. According to Manning and Munro (2006), the value of the alpha coefficient can be determined by the following rules: 0 (not reliable), > 0.70 (acceptable reliability), > 0.80 (good reliability), 0.90 (very good reliability).

The next stage in testing also requires an external model that is also tested for reliability. The reliability test can be determined based on the Cronbach's alpha value above 0.6, and the composite reliability value must be more than 0. Note, that the composite reliability value indicates a measure of the actual reliability value of a variable, while Cronbach's alpha indicates a measure of the lowest reliability value of a variable (Sekaran & Bougie, 2010).

Structural model testing related to the inner model is carried out to determine the relationship between latent constructs. The inner model includes inner relations, structural models, and the substantive theory that accompanies the explication. Statistically, the inner model is tested by observing the R-square value with the aim of knowing how much influence the independent latent variables have on the latent dependent variable. In this case, testing the internal model also aims to test the significance value of the relationship or influence between variables. This parameter is also used to measure the feasibility of predictive model values with a range of 0 to 1. The higher the R-square value, the greater the effect of exogenous latent variables on endogenous latent variables (Hair et al., 2014). This study applies the determination of the R-Square Test using PLS software.

Hypothesis Testing

Hypothesis testing can be done based on the research model and its hypotheses. Hypothesis testing can be done using the bootstrap resampling method, and the statistical test used is the t-test (Sarstedt, 2011). Hypothesis testing is done using a statistical program such as SmartPLS. This program can display the P-value. The P-value is used to provide a statistical test decision. To get the statistical test decision, the P-value is compared with the alpha (α) value, which is 5%, according to the following conditions: 1) If the P-value $\leq \alpha$ value, then the decision is hypothesis accepted. When the decision is hypothesis accepted, the independent variable significantly affects the dependent variable. 2). If P-value > α value, then the decision is hypothesis rejected. When the decision is hypothesis rejected, the independent variable does not affect the dependent variable.

IV. Results and Discussion

In this study, as many as 422 respondents filled out the distributed questionnaire. The questionnaire was distributed to all Indonesian citizens following the Iflix Indonesia Instagram social media. The respondent data according to age groups can be seen in the graph below:



Figure 2. Respondent data according to age groups

According to the data collected, based on the age of the respondents who have filled out the questionnaire. It can be seen that most of the respondents following Iflix social media and watching movies on Iflix video-on-demand services belong to the age group < 17 years and <= 25 years, which is made up of 55.9% of respondents. Then, it is followed by the age group > 25 years and <= 50 years, which is 41.5% of the respondent, followed by the age group > 50 years, which is 2.6% of respondents (Figure 2). The respondent data distribution according to gender can be seen in the graph below:



Figure 3. Respondent data according to gender

The survey results are based on the gender of the respondents who have filled out the questionnaire. It is shown that those who follow the Iflix social media and watch movies

on the Iflix video-on-demand services primarily belong to the female gender group, 60.2% of the respondent, followed by the male gender group, 39.8% of the total respondent (Figure 3). The respondent data based on their latest education completed can be seen in the graph below:



Figure 4. Respondent data according to education

Based on the last education completed by the respondents, the survey implicated the consumers' age group. Then, it can be seen that most respondents following Iflix social media and watching movies on Iflix video-on-demand services belong to the high school / equivalent group, which consists of 50.7% of the respondents. Then in second place, the respondent belongs to the undergraduate/equivalent (D4/S1) group, with as many as 35.1% of respondents. In the third place, the respondents who follow Iflix social media belong to the postgraduate/equivalent (S2/S3) group, 9% of respondents. Finally, the group with the least number of respondents who follow Iflix social media is from the Diploma/equivalent (D3) group, which is 5.2% of the respondents. The respondent data based on occupational status groups can be seen in Figure 5.



Figure 5. Respondent data according to occupation groups

According to the data obtained from the survey and based on the occupation of the respondents, which is 50.5% then, followed by the working group, which is 46.9% of the

respondents, then lastly, the occupation group with the least respondent is the non-working group (Figure 5).

4.1 Outer Model Analysis Test

a. Loading Factor Convergent Validity Testing Analysis

The analysis of validity testing can be seen from the PLS test that uses Smart PLS. The validity testing is divided into two parts, namely convergent validity and discriminant validity. The result of the convergent validity test can be seen from the value of the loading factor in the test results, which is presented in table 1.



Figure 6. Outer model

In the convergent validity test of this study, from the Loading Factor results, it can be seen that all the results of the Content Richness, Perceived Usefulness, Perceived Ease of Use, and App User variables have a value above 0.7. This score indicates that the measurement is said to be convergent, or the respondents can understand each statement on each latent variable in this study. If the loading factor value is above 0.7, the measurement is convergent (Figure 6).

T a	Table 1. Convergence loading factor validity test table						
Matrix	App User	Content	Perceived	Perceived			
		Richness	Usefullness	Ease of Use			
<i>X</i> 1.1		0.739					
<i>X</i> 1.2		0.855					
<i>X</i> 1.3		0.756					
X2.1			0.733				
X2.2			0.911				
X2.3			0.926				
X3.1				0.861			
X3.2				0.834			

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X3.3		0.762
X3.4		0.704
<i>Y</i> 1	0.722	
<i>Y</i> 2	0.730	
<i>Y</i> 3	0.713	
<i>Y</i> 4	0.718	
<i>Y</i> 5	0.777	
<i>Y</i> 6	0.778	
<i>Y</i> 7	0.709	
Y8	0.701	

b. Analysis of Average Variance Extracted (AVE) tests

The AVE analysis can show the average percentage of the variance values extracted from a set of latent variables. This value is estimated through the standardized loading of the indicator. This test is carried out using the PLS program. The AVE value is declared valid if it is more than 0.5.

Fable 2. Average	Variance Extracted	(AVE) test table
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Variable	Average Variance Extracted (AVE)
APP User (Y)	0.535
Perceived Usefulness	0.742
Perceived Ease of Use	0.628
Content Richness	0.616

In the Average Variance Extracted (AVE) test, it can be seen from Table 2 that all the values of the Content Richness, Perceived Usefulness, Perceived Ease of Use, and App User variables have an AVE value of more than 0.5. Hence, this shows that this research test is said to be valid.

c. Analysis of Discriminant Validity Testing

For the discriminant validity test of this research, the results can be seen in table 3.

Table 3. Discriminant validity test table						
Variable	App user	App user	Perceived	Perceived		
			usefulness	easy of use		
App user	0.732					
App user	0.631	0.785				
Perceived usefulness	0.711	0.647	0.861			
Perceived easy of use	0.721	0.609	0.742	0.793		

In the results of the discriminant validity test, it can be seen that the research data is said to be valid because the root value of AVE is higher than the value of the latent correlation variable. The discriminant validity test method used is the measurement model (outer model). This model compares the AVE roots for each variable with other correlations in the model. If the AVE root value is greater than the correlation of the other latent variables, then the variable is said to be valid.

d. Cross Loading Testing Analysis

The measurement model (outer model) is declared valid if the loading factor value of each indicator on the latent variable is higher than the loading indicator value for other latent variables. The Cross Loading test can be seen in table 4.

Table 4. Cross loading test table							
Matrix	App User	Content	Perceived	Perceived			
		Richness	Usefulness	Ease of Use			
<i>X</i> 1.1	0.510	0.739	0.425	0.566			
<i>X</i> 1.2	0.540	0.855	0.605	0.382			
<i>X</i> 1.3	0.421	0.756	0.487	0.497			
X2.1	0.476	0.552	0.733	0.404			
X2.2	0.688	0.536	0.911	0.703			
X2.3	0.648	0.600	0.926	0.762			
X3.1	0.542	0.463	0.469	0.861			
X3.2	0.507	0.469	0.439	0.834			
X3.3	0.648	0.600	0.926	0.762			
X3.4	0.555	0.365	0.433	0.704			
<i>Y</i> 1	0.722	0.462	0.568	0.547			
Y2	0.730	0.506	0.602	0.571			
<i>Y</i> 3	0.713	0.427	0.540	0.537			
<i>Y</i> 4	0.718	0.444	0.291	0.404			
<i>Y</i> 5	0.777	0.385	0.588	0.550			
<i>Y</i> 6	0.778	0.549	0.670	0.565			
<i>Y</i> 7	0.709	0.429	0.385	0.503			
<i>Y</i> 8	0.701	0.473	0.398	0.498			

In the results of the Cross-loading test, it can be seen that the test results of this study are valid. Because the loading factor values of the Content Richness, Perceived Usefulness, Perceived Ease of use, and App User variables are higher than the cross-loading value.

e. Reliability Testing Analysis

The reliability testing uses composite reliability and Cronbach's alpha. The reliability test is also assisted with the SmartPLS program using the "PLS Algorithm" method.

f. Composite reliability Testing Analysis

The analysis of the Composite reliability is one of the values that measure the internal consistency of a latent variable. The latent variable is declared reliable if it has a composite reliability value of more than 0.7.

Table 5. Composite Reliability test table				
Variable	Composite Reliability			
APP User (Y)	0.902			
Perceived Usefulness	0.895			
Perceived Ease of Use	0.870			
Content Richness	0.827			

The results of the Composite Reliability test show that this research can be considered reliable because the value of the Content Richness, Perceived Usefulness, Perceived Ease of Use, and App User variables have a Composite Reliability value above 0.7.

g. Cronbach's Alpha Testing Analysis

Cronbach's alpha test analysis is one of the values that measure the internal consistency of a latent variable. The latent variable is declared reliable if it has a Cronbach's alpha value of more than 0.6.

Table 0. Table of Cronbach's alpha test				
Variable	Cronbach's alpha			
APP User (Y)	0.876			
Perceived Usefulness	0.823			
Perceived Ease of Use	0.801			
Content Richness	0.687			

Table 6. Table of Cronbach's alpha test

In the Cronbach's alpha test results, it can be seen that this research can be considered reliable because the values of the Content Richness, Perceived Usefulness, Perceived Ease of Use, and App User variables have Cronbach's alpha values above 0.6. For the Perceived Usefulness, Perceived Ease of Use, and App User variables, the reliability is assessed as good because it has Cronbach's alpha value above 0.8.

4.2 Inner Model Analysis Test

a. Analysis of R-Square (R2) Testing

The R-square (R2) test aims to determine whether this research can be considered to be feasible or not. The test results can be seen from the R-square table in table 7.

Table 7. Table of R-square (R2) test			
R Square R Square Adjusted			
App user	0.613	0.610	

The results of the model feasibility test, which can be seen in the R-Square (R2) table, indicate that the App User (Y) variable shows an R-Square (R2) value of 0.613. This score means that it shows a suitable and feasible R-Square (R2) value because, according to Ghozali (2008), if the value has a large R-Square (R2) value close to 1, the greater the influence the exogenous latent variable has on the endogenous latent variable.

b. Path Coefficient Testing Analysis

This analysis aims to examine variables that are directly or indirectly related and also to see significant variables between the relationship between the independent variable with the dependent variable. The t-statistic value will be observed in this analysis, which will be performed on the SmartPLS program to produce a p-value. The t-statistic value will be compared with the t-table value if the t-statistic value is greater than the t-table (or p-value $\leq \alpha$), then the related variables can be considered to have a significant effect. For the confidence level, which is equal to 95% (α =5%), the T-table value used as a reference is 1.96.

Table 8. Table of Path Coefficient test					
	Original	Sample	Standard	T Statistics	P Value
	sample (O)	mean	deviation	(O/STDEV)	
		(M)	(SDDEV)		
Content richness \rightarrow App	0.212	0.216	0.055	3.863	0.000
user					
Perceived usefullness \rightarrow	0.299	0.298	0.048	6.276	0.000
App user					
Perceived easy of use \rightarrow	0.369	0.372	0.061	7.211	0.000
App user					

In the results of this test, it can be seen that the most significant influence is shown on the influence of the Perceived Ease of use variable on the App User variable, having a tstatistic value of 7,211. The slightest influence is the influence of the Content Richness variable on the App User variable, which has a t-statistic value of 3,863. Based on the assessment results, it can be seen that this study has a positive Path Coefficient value. This result is known because the more significant the Path Coefficient value, the stronger the influence or relationship between the independent and dependent variables. The most significant direct influence can be seen in the influence of the Perceived Ease of use variable on the App User variable.

4.3 Hypothesis Testing Analysis

The hypothesis testing analysis is carried out to determine whether Content Richness, Perceived Usefulness, and Perceived Ease of Use positively and significantly impact Iflix users (App Users). In the hypothesis test results, Content Richness has a p-value of less than 0.05 and a t-statistic value of more than 1.96. Hence, statistically speaking, H0 is rejected, and H1 is accepted, which means that Content Richness has a positive and significant effect on Iflix application users (App User). In other hypotheses, it can also be seen that the p-value of Perceived Usefulness and Perceived Ease of Use are less than 0.05 and have a t-statistic value of more than 1.96. In conclusion, Perceived Usefulness and Perceived Ease of Use have positive and significant effects on Iflix application users (App User).

4.4 Discussion

Based on the analysis done in this study, it is shown that Content Richness has a positive and significant influence on Iflix application users (app users) and has a Path Coefficient value of 3,863. The results show that the effect is smaller than the other variables, namely Perceived Usefulness and Perceived Ease of Use. It can be seen that the variation of the content provided by the media will affect a person's desire to use the media. Only on the Iflix application platform will viewers be able to see various kinds of video content, including other content services. The large variety of media content will have a positive influence (Tseng & Teng, 2014; Park et al., 2016).

The analysis of the effect of Perceived Usefulness on Iflix application users (app users) has a positive and significant effect on Iflix application users (app users). This influence has a reasonably strong value on Iflix users because it has a Path Coefficient value of 6.276. This coefficient has significantly influenced the intention or technology used in the UTAUT model. According to Davis (1989), the construct of Perceived Usefulness can positively and significantly influence the use of information systems and individual performance. Perceived Usefulness is a significant construct in influencing attitudes, behavioral intentions, and behavior in using technology compared to other constructs. Hence, Perceived Usefulness is believed to positively affect a person's intention to subscribe to the Iflix Application, which is included in the Technology Acceptance Model (TAM).

The Perceived Ease of Use has the most considerable positive and significant effect on Iflix application users (app users) because it has a Path Coefficient value of 7.21. This value shows that Perceived Ease of Use is believed to positively affect a person's intention to use technology and provide innovation from the Iflix application. If a system is challenging, the user will not use the system. Hence, the users will use an information system if they believe it is easy—the Perceived Ease of Use measures ease of learning and control (controllable), clarity and understanding, flexibility, and ease of access.

Social media campaigns are easy to achieve customer engagement in promoting Iflix's new content. Communication campaigns require effective creative strategies to capture messages and follow Iflix's persuasion, as Netflix did in Spain to expand its subscriber network through Twitter (Arroyo-Almaraz & Díaz-Molina, 2021). Meanwhile, competition with channels of global television is also inevitable through Internet networks such as HBO, Amazon Prime, Disney+ and so on (Martínez-Sánchez, Nicolas-Sans, & Díaz, 2021) demanding serious content richness from Iflix. Source and receiver interactions occur through online channels. Thus, online cinema playback channels, especially some big streaming players such as Iflix, Netflix, and Viu, were launched to launch live streaming in 2015.

The improvisation indications of the application have introduced a new era of video streaming, resulting in a decline in traditional TV viewing (Chavalitcheevin, 2018; Chung, 2014). The online era forces all components of actors to rethink television and big screens as the primary channels (Lobato, 2018). Likewise, globalization has forced observers to rethink the flow of mass media (Lotz, Eklund, & Soroka, 2022). The results of this study indicate the importance of strengthening online channels that replace the conventional position of media (Mier & Kohli, 2021) where channels such as Netflix have been reinvented in several time periods.

V. Conclusion

Based on the results of this study, it can be concluded that: First, most Iflix application users are in the age group < 17 years and <= 25 years, which is 55.9% of the sample, in the gender group female, which is 60.2%, in the last education attended group high school/equivalent, which is 50.7%, and in the occupation group students, which is as much as 50.5%. Second, Content Richness, Perceived Usefulness, and Perceived Ease of Use positively and significantly influence Iflix application users (app users). The most significant influence in the use of the Iflix application is the Perceived Ease of Use variable, having a t-statistic value of 7.211. The least influential is the Content richness variable, which has a t-statistic value of 3.863.

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