

The role of characteristics of user, relational and marketplace and customer satisfaction on loyalty intentions in using freemium streaming service = Peran dari karakteristik pengguna, relasional dan pasar dan kepuasan pelanggan terhadap intensi loyalitas penggunaan layanan streaming freemium.

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Abstrak

Belakangan ini, perkembangan platform streaming online sangatlah pesat. Perusahaan saling bersaing dan mencari keunggulan kompetitif untuk mendapatkan pendapatan sebanyak-banyaknya dari produk mereka. Salah satu cara dalam menyediakan produk layanan streaming adalah dengan menggunakan model freemium, dimana versi gratis dan versi berbayar ada berdampingan dalam satu platform layanan yang sama. Penelitian ini mempelajari tentang faktor-faktor yang mempengaruhi intensi loyalitas pengguna (*continuance intention* dan *intention to purchase premium plan*) dalam layanan streaming freemium. Faktor-faktor ini adalah *satisfaction*, *free mentality*, *personal innovativeness*, *brand familiarity*, *interpersonal relationships*, *value for money*, *relative advantage*, *switching cost*, dan *alternative attractiveness* ditambah dengan moderasi dari *usage period*. Penelitian ini menggunakan kuesioner yang disebar *online* untuk mengumpulkan data dari responden dengan jumlah responden yang memenuhi syarat sebanyak 978 orang. Dari hasil penelitian, ditemukan bahwa *satisfaction*, *brand familiarity*, *interpersonal relationships*, dan *switching cost* secara signifikan mempengaruhi *continuance intention* dan *intention to purchase*, sedangkan *free mentality* dan *personal innovativeness* hanya mempengaruhi *intention to purchase*. Variabel *value for money* dan *relative advantage* juga ditemukan memberikan pengaruh signifikan terhadap *intention to purchase*.

.....These days, the development of online streaming platform has been rapid. Companies are competing and seeking their competitive advantage to gain as much as revenue from their products. One of the way company are selling their streaming service is by using a freemium model, where both a free and paid version of the service exist within the platform. This research studies the factors that affects the loyalty intention (*continuance intention* and *intention to purchase premium plan*) on a freemium streaming service. These factors are *satisfaction*, *free mentality*, *personal innovativeness*, *brand familiarity*, *interpersonal relationship*, *value for money*, *relative advantage*, *switching cost*, and *alternative attractiveness* and moderated by *usage period*. This study used online questionnaire to collect data from the respondents with 978 eligible respondents were used. It was found that *satisfaction*, *brand familiarity*, *interpersonal relationships*, and *switching cost* significantly affect *continuance intention* and *intention to purchase*, whilst *free mentality* and *personal innovativeness* only significantly affects *intention to purchase*. *Value for money* and *relative advantage* also significantly affects *intention to purchase*.