

Faktor-faktor yang Memengaruhi Continuance Intention pada Pengguna Netflix = Factors that are Affecting Continuance Intention on Netflix Users

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Abstrak

Pertumbuhan pengguna Netflix mengalami kenaikan secara global setiap tahunnya dan Indonesia menjadi salah satu pasar terbesar yang ada di Asia Tenggara. Namun Netflix akan mencapai puncaknya yang nantinya akan mengakibatkan pengurangan bahkan mengurangi pengguna Netflix. Tujuan penelitian ini adalah untuk melihat pengaruh confirmation, flow, perceived usefulness, perceived enjoyment, dan satisfaction terhadap continuance intention pada pengguna Netflix dengan menggunakan model ECM-IT extended dan variabel hedonis. Dalam mengolah data responden, digunakan SPSS dan AMOS untuk menganalisis sebanyak 271 responden. Hasil yang didapatkan menunjukkan bahwa satisfaction dan perceived enjoyment memiliki hubungan paling signifikan terhadap continuance intention dan kemudian flow dapat mempengaruhi continuance intention yang dimediasi oleh perceived enjoyment. Kemudian tidak ditemukan hubungan antara perceived usefulness dan confirmation dengan continuance intention.

.....The growth of Netflix users has increased globally every year and Indonesia is one of the largest markets in Southeast Asia. But Netflix will reach its peak which will eventually result in a reduction or even a reduction in Netflix users. The purpose of this study was to examine the effect of confirmation, flow, perceived usefulness, perceived enjoyment, and satisfaction with continuation intentions on Netflix users using the extended ECM-IT model and hedonic variables. In processing respondent data, SPSS and AMOS were used to analyze 271 respondents. The results obtained show that satisfaction and enjoyment have the most significant relationship to continuance intention and flow can influence continuance intention which is mediated by pleasure. Then, there are no relationship was found between perceived usefulness towards continuance intention.