

Penerimaan Konsumen Terhadap Penggunaan Layanan Video on Demand di Jabodetabek = Consumer Acceptance of Using Video on Demand Services in Greater Jakarta (Jabodetabek)

Adhyka Wijaya, author

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Abstrak

Penggunaan teknologi yang tinggi sejalan dengan kenaikan pengguna internet yang tinggi pula, menjadi pemicu pertumbuhan bisnis digital. Dengan meningkatnya pengguna internet, membuka kesempatan baru bagi para pembisnis untuk merambah ke dunia digital dengan mengembangkan produk atau layanan yang menjadi kebutuhan konsumen khususnya bagi pengguna internet. Salah satu layanan konten hiburan saat ini adalah layanan streaming video atau biasa disebut video on demand (VoD). Video on demand (VoD) merupakan suatu layanan yang berisi berbagai konten acara TV, film dengan berbagai genre, dan serial TV yang bisa diakses pengguna menggunakan jaringan internet. VoD ini memungkinkan kita untuk menikmati, mengunduh, dan memilih konten yang kita inginkan kapanpun dan melalui perangkat apapun. Dalam Penelitian ini terdapat beberapa variabel yaitu, variabel Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using, Behavioral Intention to Use dan variabel Actual Use. Penelitian dilakukan melalui kuesioner dengan metode Metode pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling karena hanya individu yang pernah berlangganan VoD saja yang dapat menjadi sample penelitian. Sedangkan teknik pengambilan sample yang digunakan adalah accidental/incidental yaitu menggunakan individu-individu yang ditemui pada saat penelitian. Penelitian ini menggunakan Technology Acceptance Model (TAM). Dalam penelitian ini, analisis dilakukan dengan bantuan aplikasi SmartPLS 4 menggunakan teknik Structural Equation Modeling (SEM) dengan metode Partial Least Square (PLS). Hasil uji hipotesis menunjukkan bahwa seluruh hipotesis diterima dimana Perceived ease of use berpengaruh positif dan signifikan terhadap perceived usefulness, Perceived ease of use berpengaruh positif dan signifikan terhadap attitude towards using, Perceived usefulness berpengaruh positif dan signifikan terhadap attitude towards using, Perceived usefulness berpengaruh positif dan signifikan terhadap behavioral intention to use, Attitude towards using berpengaruh positif dan signifikan terhadap behavioral intention to use, Behavioral intention to use berpengaruh positif dan signifikan terhadap actual use. Berdasarkan evaluasi kebaikan dan kecocokan menghasilkan bahwa model yang digunakan menunjukkan kecocokan acceptable fit.

.....High technology usage in line with the rising number of internet users has driven the growth of digital businesses. The increase in internet users opens new opportunities for businesses to venture into the digital world by developing products or services that cater to consumer needs, especially for internet users. One of the current entertainment content services is video streaming services or commonly known as Video on Demand (VoD). Video on Demand (VoD) is a service that offers various TV shows, films of different genres, and TV series that can be accessed by users through the internet. Unlike traditional television, where we have to wait for content according to the broadcast schedule, VoD allows us to enjoy, download, and choose the content we want anytime and through any device. In this research, there are several variables: Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using, Behavioral Intention to Use, and Actual Use. The research was conducted through questionnaires using a non-probability sampling method because only individuals who have subscribed to VoD can be the research sample. The sampling technique

used is accidental/incidental, which involves individuals encountered during the research. This study uses the Technology Acceptance Model (TAM). In this research, the analysis was conducted with the help of the SmartPLS 4 application using the Structural Equation Modeling (SEM) technique with the Partial Least Square (PLS) method. The hypothesis testing results show that all hypotheses are accepted, where Perceived Ease of Use positively and significantly affects Perceived Usefulness, Perceived Ease of Use positively and significantly affects Attitude Towards Using, Perceived Usefulness positively and significantly affects Attitude Towards Using, Perceived Usefulness positively and significantly affects Behavioral Intention to Use, Attitude Towards Using positively and significantly affects Behavioral Intention to Use, and Behavioral Intention to Use positively and significantly affects Actual Use. Based on the evaluation of goodness of fit, the model used shows an acceptable fit.