

Penggunaan Teori Uses and Gratification Terhadap Subscription Intention dan Continuance Intention Konsumen dalam Berlangganan Over-the-top (OTT) Video Streaming Platform Netflix: Studi Pada Milenial dan Gen Z di Jabodetabek = The Uses and Gratification Theory on Consumer Subscription Intention and Continuance Intention in Subscribing to Over-the-top (OTT) Video Streaming Platform Netflix: A Study on Millennials and Gen Z in Jabodetabek

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Abstrak

Dalam era digital, platform Over-the-Top (OTT) seperti Netflix telah menjadi pilihan utama masyarakat untuk mengakses hiburan, terutama bagi generasi Milenial dan Generasi Z. Penelitian ini bertujuan untuk menganalisis pengaruh elemen-elemen Uses and Gratifications Theory (UGT)—termasuk kenyamanan (conveniency), hiburan (entertainment), interaksi sosial (social interaction), pencarian informasi (information seeking), kebersamaan (companionship), relaksasi (relaxation), dan binge-watching—terhadap niat berlangganan (Subscription Intention) dan niat melanjutkan langganan (continuance intention). Data dikumpulkan melalui survei daring terhadap 211 responden di Indonesia yang memenuhi kriteria demografis dan pengalaman berlangganan OTT. Analisis dilakukan menggunakan metode Structural Equation Modelling dengan pendekatan Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa elemen seperti kenyamanan, hiburan, dan kebersamaan memiliki pengaruh signifikan terhadap niat melanjutkan langganan, sedangkan binge-watching dan pencarian informasi secara khusus memengaruhi niat berlangganan. Penelitian ini memberikan kontribusi teoretis terhadap literatur UGT dan menawarkan wawasan strategis bagi perusahaan OTT dalam mengembangkan fitur dan strategi pemasaran yang relevan dengan kebutuhan konsumen lokal, khususnya Milenial dan Generasi Z.

.....In the digital era, Over-the-Top (OTT) platforms like Netflix have become the primary choice for accessing entertainment, particularly for Millennials and Generation Z. This study aims to analyze the influence of Uses and Gratifications Theory (UGT) elements—including conveniency, entertainment, social interaction, information seeking, companionship, relaxation, and binge-watching—on subscription intention and continuance intention. Data were collected through an online survey of 211 respondents in Indonesia who met the demographic and subscription experience criteria. The analysis was conducted using Structural Equation Modelling with a Partial Least Squares (SEM-PLS) approach. The findings reveal that elements such as conveniency, entertainment, and companionship significantly influence continuance intention, while binge-watching and information seeking specifically affect Subscription Intention. This study contributes theoretically to UGT literature and offers strategic insights for OTT companies to develop features and marketing strategies that align with local consumer needs, particularly Millennials and Generation Z.