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Analysis of User Acceptance Levels Using the Unified Theory of Acceptance and Usage of Technology on Streaming Service and Video-On-Demand Channels Customers

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Abstract

The purpose of this study is to use the UTAUT model to examine the variables that affect consumers' adoption of streaming applications. Surveys were employed to gather data for the study, which took a quantitative approach. The study sample comprises individuals who use streaming applications in select Indonesian cities. A purposive sampling strategy was used in this study, with a sample size of one hundred participants. For data analysis, researchers used statistical data processing tools. This study processed demographic data using Microsoft Excel, wrote reports using Microsoft Word, and performed statistical analysis using the PLS-SEM approach with SmartPLS. According to the study's findings, users' opinions on streaming apps are moderately influenced by the factors in the UTAUT 2 model, which also explains half of the difference in users' usage intensity. As per the accepted hypothesis, several factors influence behavioral intention: performance expectation, facilitating conditions, price value, habit, hedonic motivation, behavioral intention on use behavior, and behavioral intention on use behavior. Hedonic motivation, price value, performance expectation, facilitating conditions, and habits affect behavioral intention; conversely, promoting conditions, habits, and use of behavior influence behavioral intention.

Keywords: Acceptance Rate Analysis, Behavior, Streaming Applications, UTAUT.

1. Introduction

Rapid technological developments, especially in technology and information, have significantly impacted daily life, especially in this era of globalization, where the need for information has become very important. In Indonesia, internet users reached 200 million, indicating a high level of internet penetration in society [1]. Internet access patterns reveal an interesting trend, with 75% of internet users stating that they no longer connect via desktop computers. In contrast, as many as 96% of internet users connect via smartphone devices. Easy smartphone access has enabled users to carry out various online activities. One aspect that stands out is the entertainment consumption via real-time video streaming. Video streaming continuously delivers content to users' devices via the internet network, enabling them to enjoy digital content without downloading it first [2]. Users' preferences for streaming over traditional methods further strengthen this phenomenon. Video streaming allows users to enjoy content without following a predetermined broadcast schedule. This provides excellent flexibility for entertainment lovers to adjust viewing times to their schedules. Thus, video streaming is a modern form of entertainment and reflects a shift in consumer behavior toward accessing and enjoying digital content. These developments characterize an era where technology and accessibility are the main drivers in meeting society's information and entertainment needs [3].

Most people in Indonesia currently tend to allocate their time to enjoying digital content via video streaming. With the high interest of internet users in this activity, coupled with rapid advances in technology and information, digital content distribution media are increasingly experiencing significant development, especially with the emergence of video-on-demand services. In particular, video on demand offers more benefits to users. Unlike conventional video streaming, video on demand allows users to access the content they want without being tied to a specific broadcast schedule. Subscription video-on-demand services are one innovation that provides high flexibility to users [4]. Users can enjoy various content freely, according to their preferences, through a monthly or annual subscription fee. With a subscription to video on demand, users can explore and enjoy various content provided by service providers without time or location restrictions. Accessing content anytime and anywhere while connected is a significant added value. This reflects the evolution of consumer

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behavior, which increasingly leads to demands for flexibility and personal control in enjoying digital entertainment [5]. This development shows that subscription video-on-demand services are an alternative and create a new paradigm in how people access and enjoy digital content. With the continued growth of technology and innovation, it seems that this kind of service will continue to represent the future of entertainment media that is more personalized and tailored to the individual needs of users [6].

Service providers have additional hurdles due to the growing number of similar applications and the heightened level of competition in the streaming industry. That being said, the high caliber of content this streaming app gives manages to draw in Indonesian users. Remarkably, despite a 300% rise in the cost of membership packages, this streaming application's customer base has increased by 200% from the prior year. Despite the higher subscription rates, this suggests a strong level of public interest in this program. More than 700,000 members now use streaming applications due to this notable increase in usage. Curiosity about the degree of user acceptance of the application, particularly in light of the recent increase in membership costs, is an intriguing aspect of this dynamic [7]. An increase in customers during price hikes prompts thought-provoking inquiries about the variables influencing user acceptability. The degree of user acceptability of a technology is directly related to its successful deployment. The primary means of assessing a service's adoption and success is to ascertain how users can comprehend and adopt a new technology. Therefore, further analysis of the factors influencing user acceptance, especially in the context of price increases, becomes essential to optimize marketing strategies and maintain customer satisfaction. This development is also crucial for other service providers in understanding market trends and increasing competitiveness amidst increasingly fierce competition [8].

The unified theory of acceptance and use of technology, or UTAUT, has emerged as an instrumental analytical paradigm for determining how well-accepted a system or piece of technology is. In addition to offering a thorough framework, this model may investigate the intricate relationships between people and technology and how those relationships affect user behavior [9]. UTAUT provides avenues for a deeper understanding of technology adoption within the analytical framework. This model highlights the importance of acceptance to information systems research and information technology use [10][11]. Using this model offers a comprehensive understanding of the elements influencing user attitudes and behavior toward a specific technology or system. Because of this model's emphasis on acceptance, UTAUT is a beneficial tool for studying technology adoption [12]. UTAUT has been effectively applied in several studies to examine and analyze users' technology adoption and usage [13][14]. This model offers a comprehensive perspective of the variables that can affect acceptance, including usability, social influence, performance expectations, and other variables [15] [16] [17] [18]. Thus, UTAUT not only provides a solid conceptual foundation but also offers reliable methodological guidelines for approaching the study of technology acceptance systematically and holistically. Further development and application of this model in various research contexts can bring significant contributions to understanding the dynamics of technology acceptance in this modern era [19] [20] [21] [22].

2. Research Methods

In this research, a quantitative approach was the primary choice as a research method. This approach requires specific steps in data collection and analysis to provide appropriate answers to research questions. We conducted data collection by directing surveys at streaming application users. The research population includes all streaming application users in Jabodetabek, guaranteeing broad representation in exploring the phenomenon under study. Researchers used a purposive sampling technique to select respondents by taking a sample of 100 people. Researchers took this step to ensure that variations in user characteristics and experiences were balanced, thereby increasing the validity of the research findings. We applied statistical data analysis using statistical data processing software. We prepared reports using Microsoft Word and processed demographic data using Microsoft Excel [23[[24]. SmartPLS is the choice for statistical analysis using the PLS-SEM method, providing a robust framework for exploring relationships between variables. The combination of all this software increases efficiency in carrying out research and guarantees the precision and accuracy of the results. Overall, this approach provides a solid methodological foundation, allowing the research to contribute meaningfully to understanding streaming application use.

3. Results and Discussion

It is possible to conclude that H1, which depicts the relationship between behavioral intention (BI) and performance expectation (PE), is acceptable based on the outcomes of testing the model structure. The t-test value of 2.7 proves that PE significantly influences BI, with a path coefficient 0.2. Even though the value of this influence is relatively small, the research results show that streaming applications have succeeded in helping make it easier for users to stream videos anytime and anywhere. In this context, streaming applications are essential in meeting user needs and forming user intentions to continue using the application. The study's findings reaffirm earlier conclusions that performance expectancy (PE) positively impacts behavioral intention (BI). This indicates that consumers think streaming apps' functionality and ease of use will encourage them to

keep using the service. It is crucial to keep in mind that these results demonstrate a positive correlation between the application's performance and the user's intention to use it, even though the effect is minor. It follows that by having a better grasp of these variables, developers of applications can enhance their usability and performance and better satisfy the demands and expectations of their users. These findings offer a foundation for future research and development to strengthen streaming application quality and bolster the favorable correlation between technology efficacy and user intent.

It is determined that H2 cannot indeed be rejected based on the explanation of the testing results of H2, which examines the connection between effort expectancy (EE) and behavioral intention (BI). The t-test of 1.6 and the path coefficient value of 0.15 demonstrate, albeit negligible, that effort expectancy (EE) has a considerable impact on behavioral intention (BI). This knowledge leads to the conclusion that, despite any possible difficulties, users of streaming applications believe the application to be simple to use. This outcome is consistent with earlier studies' findings that effort expectancy (EE) positively influences behavioral intention (BI). In this situation, it is crucial for application developers to proactively recognize and get over any barriers that users might run into. A deeper understanding of the factors influencing users' perceived ease can help improve application design and functionality to meet user expectations and needs more effectively. The previous misinterpretations highlight the importance of appropriately using data and statistical test results to summarize research findings and provide accurate guidance for future application development.

There appears to be a mistake in the statement based on the findings of testing H3, which examines the connection between social influence (SI) and behavioral intention (BI). H3 shouldn't be rejected due to the t-test value of 1.5. The t-test score is below the significance level, indicating that social influence (SI) has no discernible impact on behavioral intention (BI). If the test results are correctly interpreted, then the impact of colonial influence (SI) on behavioral intention (BI) is not statistically significant within the parameters of this study. These outcomes are consistent with earlier studies' conclusions that social influence (SI) had no beneficial impact on behavioral intention (BI). Notably, with streaming applications, the user's surroundings appear to have little bearing on whether or not they choose to utilize the service. Being aware of this can assist app developers in concentrating more on other elements, including performance and simplicity of use, that might significantly impact user intent. Developers can pinpoint areas for development and focus their efforts on enhancing particular aspects that affect the adoption and use of streaming applications by providing precise and detailed descriptions of research findings.

There is a mistake in the statement according to the findings of experiment H4, which examines the connection between facilitating conditions (FC) and behavioral intention (BI). The acceptance of H4 should be determined by the t-test result of 2.5. The fact that the t-test value is greater than the significance threshold indicates that facilitating conditions (FC) significantly impact behavioral intention (BI). If the test results are interpreted correctly, they suggest that, in the context of this study, facilitating conditions (FC) have a significant impact on behavioral intention (BI). These outcomes are consistent with earlier studies' conclusions that promoting conditions (FC) positively impacted behavioral intention (BI). According to study findings, consumers already possess the gear and expertise to use streaming applications. However, the services provided by customer service have a crucial role in influencing users' intentions to continue using the application. These results provide an essential understanding that, apart from technical factors, service quality also significantly impacts application usage. Application developers can take advantage of these findings to improve the quality of customer service and ensure that customer service can provide adequate assistance in overcoming any difficulties users face. Improving the overall user experience can support and increase the user's intention to continue using the streaming application.

It was determined that H5 was accepted based on the findings of the testing, which examined the connection between facilitating conditions and usage behavior. The t-test score of 7.1, demonstrating that enabling conditions considerably impact use behavior, indicates this despite having a moderately substantial effect. The study's findings suggest that people who use streaming apps believe that the resources available affect how much they utilize them. This implies that the more frequently people use the program, the better the circumstances and features it offers. These results highlight the significance of facility quality and availability in promoting application reuse. The hypothesis's outcomes are consistent with earlier studies' conclusions that enabling circumstances influence favorably use behavior. The implication is that application developers must ensure that the conditions that facilitate application use, such as accessibility, feature availability, and technical support, can meet user expectations. A deep understanding of the factors that influence use behavior can help developers optimize the user experience, improve application quality, and ensure that the facilities provided can support continued use. These conclusions offer valuable insights for developing strategies and actions to increase user satisfaction and promote more active use of these streaming applications.

Testing H6, which examines the connection between behavioral intention and hedonic motivation, yielded positive results, supporting the acceptance of H6. The t-test value of 2.8 indicates that, although it has a tiny effect, hedonic motivation considerably impacts behavioral intention. The study's findings suggest that people

who use streaming applications are happy and satisfied with them, which makes them want to keep using them. This result is consistent with earlier studies that found hedonic motivation positively influences behavioral intention. The significance of hedonic motivation in shaping users' intentions to stick with apps highlights how crucial it is for application developers to comprehend and use elements that give users enjoyment and fulfillment. This knowledge can assist developers in creating more engaging user interfaces and guaranteeing that the features or hedonic components of the application will positively influence the user's intention to stick with the streaming application. This conclusion provides valuable insights for developing marketing strategies and application designs that can strengthen hedonic motivation factors to better support and increase users' intentions to use streaming applications more actively and sustainably.

Testing H7, which examines the connection between price value and behavioral intention, yielded positive results, supporting the acceptance of H7. The t-test result of 5.2 and the path coefficient of 0.5, which demonstrate that price value has a meaningful, albeit tiny, impact on behavioral intention, support this. According to the study, streaming application consumers believe that the cost of their subscriptions is reasonable given the quality of their services, affecting their propensity to stick with the app. This result is consistent with earlier studies that found price value positively influences behavioral intention. Users are more likely to choose services that they believe have a reasonable price value given the advantages they receive, according to research on the significance of price value in influencing users' intent to use streaming applications. This has implications for application developers in terms of understanding fair pricing and communicating the added value provided by the application to users. By considering these findings, developers can optimize pricing and value-added communication strategies to improve users' perceptions of price and, in turn, increase users' intentions to continue using streaming applications more actively. These conclusions provide important insights for developing marketing and pricing strategies to increase user attraction and retention on streaming platforms.

There appears to be a mistake in the statement based on the findings of test H8, which examines the connection between habit and behavioral intention. It is not anticipated that the rejection of H8 would follow from a t-test value of 1.5. This indicates that the t-test value does not surpass the significance threshold, meaning that habit substantially impacts behavioral intention. If the test results are correctly interpreted, they should indicate that, despite the influence being tiny, habit plays a significant role in behavioral intention in the context of this study. These outcomes are consistent with earlier studies' conclusions that habit positively impacted behavioral intention. It is essential to understand that, in streaming applications, user habits play a significant role in forming intentions to continue using the application. Factors such as comfort, familiarity, and habits in using the application can contribute to the user's decision to continue using the application. These conclusions provide valuable insights for developing app strategies and features to strengthen and leverage user habits. Understanding how habits shape behavioral intention can help developers design more tailored and engaging user experiences and ensure that applications can become a more routine and reliable choice.

Based on the results of the H9 test, which tests the relationship between habit (H) and use behavior (UB), it can be concluded that H9 is accepted. The t-test value of 2.7 indicates that habit (H) influences use behavior (UB) in a significant way but at a petite impact size. The study's findings demonstrate how habits impact streaming app users since habits drive people to depend on the app. This result is consistent with earlier studies that found habit (H) influences use behavior (UB) favorably. Positive habit formation among users is emphasized by the significance of habit (H) in influencing use behavior (UB). Developers can use these insights to create good habit-forming features or user experiences for streaming apps, increasing the likelihood that users will use the service regularly. These conclusions provide valuable insights for developing strategies and application features to stimulate and maintain positive user habits. Understanding how habits influence use behavior can help developers increase user retention and encourage more active and sustainable use of streaming applications.

Testing H10, which examines the connection between behavioral intention and use behavior, yielded data that support the acceptance of H10. The t-test value of 5.1 indicates that, although being a tiny effect, behavioral intention (BI) has a considerable impact on use behavior (UB). The study's findings suggest that users utilize streaming applications more frequently when their intention to use them is higher. This result is consistent with earlier studies that found a positive relationship between behavioral intention (BI) and use behavior (UB). The degree to which a user intends to use an application can be used to anticipate whether or not they will use it actively, highlighted by the significance of behavioral intention (BI) in affecting use behavior (UB). Hence, application developers must comprehend and enhance the variables that impact customers' intentions to utilize streaming applications. These findings offer insightful information that may be used to improve application design and marketing tactics to enhance user behavioral intention. By understanding how behavioral intention (BI) influences use behavior (UB), developers can optimize features or campaigns to increase user intentions to use the application actively and continuously.

Researchers can determine which of their hypotheses they have accepted and rejected based on the outcomes of the model structure testing. Through the analysis that has been carried out, researchers have prepared several recommendations that are expected to be a guide for application developers in further improvement and

development. First, developers should improve the system's quality to enhance the user's understanding of the interaction between the application and the user. These improvements will motivate users to continue using the live-streaming application. The second recommendation focuses on improving the quality of service and broadcasting positive content, aiming to enhance the user experience. The third recommendation emphasizes the need for improvements to existing services in the application, including optimizing navigation to increase ease of use. The latest knowledge about trends in live streaming services is the fourth point of recommendation so that developers can create applications that remain relevant and attractive to users. Continuously improving the quality of the application is the fifth recommendation, with the hope that the application will become better known to users and their leading choice. The sixth and seventh recommendations emphasize the quality of services that are entertaining, as well as special attention to users who have subscribed so that users feel the value of the service is commensurate with the costs incurred. These recommendations can guide developers in improving this live-streaming application and meeting user expectations.

4. Conclusion

Based on the analysis results, we can draw several conclusions, namely that the variables in the UTAUT model significantly influence the level of user acceptance of streaming applications. Even though it is categorized as moderate, the UTAUT model's variables have a considerable impact on forming the user's favorable view of the application and can account for around 50% of the variance in usage intensity formation. Second, several significant variables, including price value, habit, behavioral intention, hedonic motivation, use behavior, and performance expectation, are included in the accepted hypotheses. The three things that are known to affect use behavior are behavioral intention, habits, and enabling conditions. In the meantime, hedonic motivation, price value, facilitating conditions, and performance expectations affect behavioral intention. These findings thoroughly summarize the variables influencing users' acceptance of streaming apps. Once developers and service providers identify the factors that significantly impact user acceptability, they can concentrate more on enhancing features that have been shown to favor the intensity of program use. Developers and service providers can use this conclusion to develop further and improve the quality and attractiveness of streaming applications for users.

The results of this research provide a basis for future researchers to consider several suggestions put forward by researchers. First, researchers should deepen the analysis of similar applications by expanding the sample size. By taking this step, the elements influencing consumer approval can be better understood, and the validity of the research findings can be strengthened. Researchers should use further analytical tools like Lisrel, SPSS, or other analytical tools to validate the previously acquired results. In the context of user acceptability of applications, various analysis tools can offer a deeper and more comprehensive perspective on the correlations between variables. As a result, this recommendation is valued highly as an attempt to examine the findings' dependability and consistency within a larger analytical framework. It is intended that by putting these recommendations into practice, researchers in the future will be able to deepen their knowledge further and improve their knowledge of the variables influencing user adoption of apps. In general, it is intended that these recommendations will serve as helpful manuals for future studies, enabling them to yield more comprehensive and relevant results.

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