CONSUMER BEHAVIOR IN ADOPTING USEETV GO STREAMING &; VIDEO-ON-DEMAND SERVICES USING UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT2)

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Abstract

One way to entertain yourself which has become a new lifestyle pattern is to watch streaming shows or subscription videos online. A McKinsey & Company survey at the end of March said that as many as 45% of respondents spent more on home entertainment during the pandemic. On the other hand, 85% of respondents reduced their spending on outdoor entertainment. Subscription video streaming services (video-on-demand / VoD) are one of the entertainment options that can be done at home. UseeTV GO is an Over-the-Top (OTT) TV and Video mobile application service, using the publicly accessible Internet. The content is available via smartphones or tablets with broadband connections. Currently, UseeTV Go app users are around 300 thousand active users every month, far below Vidio.com and Netflix. With the low Monthly Active of UseeTV Go's Video-on-demand app users in the pre-growth area far below, Netflix, Vidio.com, and user activeness based on time, UseeTV Go is in the Average Performer area. Therefore, UseeTV Go consumer assessment of the variables contained in the modified UTAUT2 model (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit, and Content) was carried out on Behavioural Intention on UseeTV Go video-on-demand service in Indonesia.

Keywords: Linear TV, Video-on-Demand, Behavioural Intention, UTAUT2, UseeTV Go

INTRODUCTION

The increase in online activities is followed by increased spending to meet online needs, one of which is entertainment services. A Mckinsey and Company survey on May 20-22, 2020 of 715 respondents in Indonesia noted that spending on entertainment

increased quite high during the pandemic [1].As many as 37% of respondents spend more money on entertainment facilities at home. One of the most widely accessed means of entertainment is video-on-demand or VoD services. The service, which began to flourish in 2016, is an online video content provider system with a subscription payment mechanism. One of its appeals, the user has the freedom to decide what he wants to see [2].

One way to entertain yourself which has become a new lifestyle pattern is to watch streaming shows or subscription videos online. A McKinsey & Company survey at the end of March 2021 said that 45% of respondents spent more on home entertainment during the pandemic [3]. On the other hand, 85% of respondents reduced their spending on outdoor entertainment. Subscription video streaming services (video-on-demand / VoD) are one of the entertainment options that can be done at home [4].

UseeTV Go is the first interactive television service from Indihome in Indonesia in the form of a mobile application [5]. Pay television services that provide a new experience, viewers not only watch television but can also be in control as if they were the director. In addition to providing quality shows, UseeTV Go also provides a variety of features that do not exist in other cable service providers, such as Pause & Rewind TV, Video on Demand, Video Recorder, and others [6]. Monthly Active users of the UseeTV Go Linear & Video-on-demand TV application are around 200-300 thousand per month or are in the pre-growth area far below, Netflix, Vidio.com, and user activeness based on time, UseeTV Go is in the Average Performer area [7].

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[5] Hyeon Mo Jeon, Hye Jin Sung, dan Hyun Young Kim, "Customers' acceptance intention of self-service technology of restaurant industry: expanding UTAUT with perceived risk and innovativeness," *Service Business*, 14.4 (2020), 533–51 <https://doi.org/10.1007/s11628-020-00425-6>.

[6] K. R Kowalczyk, C. M., & Pounders, "The influence of social media usage characteristics and psychological traits on college students' intentions to adopt emerging social media," *Computers in Human Behavior*, 64 (2016), 695–703.

[7] Y. H Chen, C. W., & Lee, "xploring the factors influencing consumers' intention to use mobile video-on-demand services: An empirical analysis," *Telematics and Informatics*, 34.8 (2017), 1642–52.

This UseeTV Go user is a customer who buys Indihome TV and Internet packages. Of the 8.3 million Indihome subscribers, there are 3 million users who subscribe to Indihome TV [8]. Of the 3 million Indihome TV users, there are only 200-300 thousand actively using the UseeTV Go application as an Indihome TV mobile extension [9].

Of these 200-300 thousand active users are loyal users spending an average of 1-3 hours a day. So the author examines the consumer behavior of UseeTV Go users when using the UseeTV Go application and whether users feel the influence on their performance, effort, motivation, habits, and the influence of the content. With the above conditions, the author examines and analyzes consumer behavior on Linear TV and video-on-demand UseeTV Go and conducts research entitled: "Consumer Behavior in Adopting UseeTV Go Services using the Unified Theory Of Acceptance And Use Of Technology 2 (UTAUT2)". By testing the effect of performance expectancy, effort expectancy, hedonic motivation, habit, and content have a positive and significant effect on users' behavioral intentions to adopt UseeTV Go services and test whether age and gender will moderate those influences [10].

RESEARCH METHODS

UTAUT is a theory of the acceptance of the latest technology that was first developed by as a continuation of eight previous theories, namely the Theory of Reasoned Action (TRA) [11], Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Motivational Model (MM), Combined TAM-TPB (C-TAM-TPB), Model of Personal Computer Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The UTAUT model was developed with four types of core constructs, namely performance expectancy, effort expectancy, social expectancy, and facilitating expectancy. In addition to the four constructs, there are four moderators, namely gender, age, experience, and voluntariness of use. In this theory, it is explained by behavioral intention and user behavior [12].

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[8] Paul Legris, John Ingham, dan Pierre Collerette, "Why do people use information technology? A critical review of the technology acceptance model," *Information and Management*, 40.3 (2003), 191–204 <https://doi.org/10.1016/S0378-7206(01)00143-4>.

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[10] Davis Fred D, Bagozzi Richard P., dan Warshaw Paul R.

[11] Farahiyah Akmal Mat Nawi et al., "a Review on the Internal Consistency of a Scale: the Empirical Example of the Influence of Human Capital Investment on Malcom Baldridge Quality Principles in Tvet Institutions," *Asian People Journal (APJ)*, 3.1 (2020), 19–29 <https://doi.org/10.37231/apj.2020.3.1.121>.

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The UTAUT2 model was introduced by [13]. The UTAUT2 model is a development of the UTAUT model. The UTAUT model is used to measure consumer behavior in the context of organizations/companies, so the UTAUT2 model was developed to measure consumer behavior in the context of individuals. There are three types of UTAUT expansion/integration: testing UTAUT in new contexts (e.g. new technologies, new user populations, and new cultures), adding new constructs to extend the scope of endogenous theoretical mechanisms beyond UTAUT [14], and including exogenous variables in UTAUT models. There are three additional new variables to the UTAUT model, namely Hedonic Motivation, Price value, and Habit and add three moderator variables, namely Age, Gender, and Experience [15].
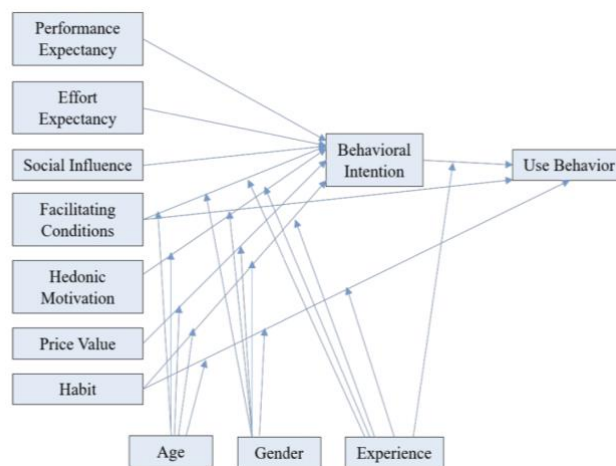

Figure 1. Schema of Relationships Between Variables in UTAUT2 Model[16]

Researchers modify the UTAUT2 model according to the needs of this study where researchers do not use the Use Behavior variable because researchers only identify Behavioral Intention. In addition, researchers also added the Content variable [17], because according to researchers the Content variable is an important variable in Streaming &

[13] Hamidur Rahaman et al., "ERP Adoption in Organizations The Factors in Technology Acceptance Among Employees."

[14] Keith S. Taber, "The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education," *Research in Science Education*, 48.6 (2018), 1273–96 <https://doi.org/10.1007/s11165-016-9602-2>.

[15] Prof. Dr. Sugiyono, "Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D," *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*, 2015, 308.

[16] David Gefen, Elena Karahanna, dan W. Straub Detmar, "Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology," *MIS Quarter*, 34.3 (2010), 567–94.

[17] Sudhakar K. Venkatesh, Meng Yin, dan Richard L. Ehman, "Magnetic resonance elastography of liver: Technique, analysis, and clinical applications," *Journal of Magnetic Resonance Imaging*, 37.3 (2013), spcone-spcone <https://doi.org/10.1002/jmri.24092>.

video-on-demand TV services because Streaming & video-on-demand TV is a service that sells content services over-the-top, so content is the main product in its sales. there is a moderator variable, the UTAUT2 model has three moderator variables, namely Age, Gender, and Experience [18], but the researcher removed the Experience variable in this study because the Experience variable requires a periodic sampling data method, not through research in one period, but must be done periodically, where the researcher did not do the method in this study. Researchers removed Social Influence because UseeTV Go is currently an extension application of Indihome TV. Researchers also removed the Facilitating Condition because UseeTV Go is currently an extension application from Indihome TV which means it has an internet and mobile phones [19]. Researchers remove the price because the price or price of UseeTV Go is combined with the price of Indihome TV. Researchers removed Use Behavior because it has Active user data on the data application, so what is needed is a measurement of the extent to which someone will use UseeTV Go or Behavioral Intention [20].
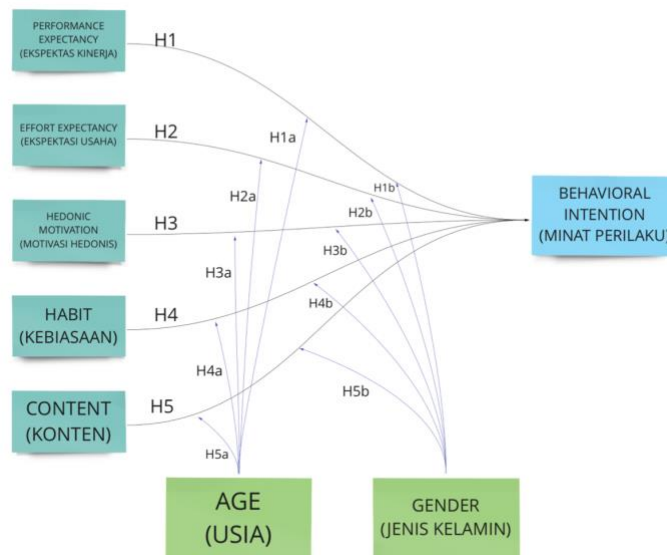

Figure 2. UTAUT2 Modified Model in This Study (Adapted from UTAUT2 model by [21]

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[18] Yi Shun Wang dan Ying Wei Shih, "Why do people use information kiosks? A validation of the Unified Theory of Acceptance and Use of Technology," *Government Information Quarterly*, 26.1 (2009), 158–65 <https://doi.org/10.1016/j.giq.2008.07.001>.

[19] Wu J-H, Kao H-Y, dan Sambamurthy V, "The integration effort and E-health compatibility effect and the mediating role of E-health synergy on hospital performance," *International Journal of Information Management*, 36.6 (2016), 1288–1300.

[20] & Ahlemann. F Urbach N., "Structural Equation Modeling in Information Systems Research Using Partial Least Squares," *Journal of Information Technology Theory and Application JITTA*, 11.2 (2010), 5–40.

[21] Viswanath Venkatesh, James Y.L. Thong, dan Xin Xu, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology," *MIS Quarterly: Management Information Systems*, 36.1 (2012), 157–78 <https://doi.org/10.2307/41410412>.

The following is an explanation of each variable in the model adapted from UTAUT2:

1. Performance expectancy: The level of user confidence that using a system will help users produce maximum work performance.

2. Effort Expectancy: The level of ease that users feel in using a system.

3. Hedonic motivation is the level of pleasure derived from using technology and has been shown to play an important role in determining the acceptance and use of technology. Fun and entertainment are indicators of hedonic motivation [22].

4. Habit is to indicate the extent to which users tend to use the technology automatically due to previous learning with the habit of using technology as an indicator [23].

5. Content is an important variable in video-on-demand services because UseeTV Go is one of the video-on-demand services that sell content services over-the-top, so content is the main product in selling [24]

6. Behavioral Intention is defined as the user's level of desire or intention to use the system continuously assuming that they have access to information. A person will be interested in using a new information technology if the user believes that using information technology will improve his performance, using information technology can be done easily, and the user gets the influence of the surrounding environment in using the information technology [25].

This study used questionnaires as a primary data collection tool. The sample in this study uses non-probability sampling techniques and uses purposive sampling techniques, which means that sampling techniques use certain considerations so that the sample can present the population [26]. The questionnaire was disseminated using the Google Form online questionnaire. Respondents are obtained by distributing questionnaires through email and application notifications.

Researchers use 2 tests, namely testing measurement models, to test indicators against latent variables, or in other words testing how much an indicator (item) can explain the latent variable. Measurement model testing is carried out to meet the criteria for the validity of the goodness of data. Data collection tools used in research must meet validity criteria because the quality of research results will depend heavily on the data produced. Two stages must be carried out in the measurement model testing stage, namely

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[22] Venkatesh, Thong, dan Xu.

[23] Venkatesh, Thong, dan Xu.

[24] Jeon, Sung, dan Kim.

[25] Venkatesh, Thong, dan Xu.

[26] Prof. Dr. Sugiyono.

the validity test and reality test, where three indicators must be carried out, namely convergent validity, discriminant validity, and reliability [27].

The second test in PLS is the inner model or commonly called structural model testing (Assessment of the Structural Model), where the purpose of measuring this structural model is to test the influence between one variable and another. This test is done by looking at the t-value and path value to see whether the effect is significant or not. In addition, it can also look at the percentage of the variable described, namely by finding the value of R!, where the dependent latent variable modeled gets the influence of the independent latent variable. Interpretations of the results of R! are 0.67; 0.33; and 0.19; indicating that the models are "Good", "Moderate", and "Weak". In this study, R! of the dependent variable Behavioral Intention [28].

RESULT AND DISCUSSION

The total respondents obtained in this study were 411 respondents, from a minimum sample level of 400 respondents. The sample criteria needed in this study are subscribers to the UseeTV Go service application with a minimum of 1 active time a week, where the characteristics of respondents are divided into age and gender categories.

The age range used in this study is the range 15-24 (categorized as young-age) and the range 25-60 (categorized as an adult), where the categorization of the range uses the international age classification used by the United Nations (UN) (United Nations, 2004) Of the total 411 respondents, it can be seen in Figure 4.1 and Table 4.1, that the percentage of age categories in this study, is dominated by the Young-Adult category (aged 15-24 years), with a percentage of 58.15%, where the Adult category (aged 25-60 years), has a percentage of 41.85%.

Based on gender, this study divides into 2 categories, namely Male and Female The percentage of UseeTV Go users are more male with a figure of 66.67%, with a total of 274 respondents, whereas the female gender is less with a percentage of 33.33%, with a total of 137 respondents.

Researchers use measurement model testing, to test indicators against latent variables, or in other words test how much an indicator (item) can explain the Latin variable. Two stages must be carried out in the measurement model testing stage, namely the validity test and reality test, where three indicators must be done, namely convergent validity, discriminant validity, and reliability.

Convergent validity is related to the principle where the indicator of a construct must have a high correlation [29], explaining that convergent validity

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[27] Urbach N.

[28] Kowalczyk, C. M., & Pounders.

[29] J-H, H-Y, dan V.

must have a validity indicator measured by the value of the loading factor (FL), where if the loading factor is greater than 0.7, then the item is considered valid.

Table 1. Performance Expectation Variable Loading Factor Value

Variable Leave	Indicator	Loading Factor	Conclusion
X1: Performance Expectancy	X1.1	0,727	Valid
	X1.2	0,730	Valid
	X1.3	0,716	Valid
	X1.4	0,819	Valid
	X1.5	0,807	Valid

Source : SmartPLS 4.0 (2023)

Judging from Table 1, it can be concluded that each item in the Performance Expectancy variable is declared valid because all items get a loading factor value $\geq$ 0,70. In addition, the loading factor results of the Effort Expectation variable are shown in table 4.4 below:

Table 2. Value of Factor Loading Variable Effort Expectation (Effort Expectancy)

Variable Leave	Indicator	Loading Factor	Conclusion
X2: Effort Expectancy	X2.1	0,711	Valid
	X2.2	0,737	Valid
	X2.3	0,752	Valid
	X2.4	0,734	Valid
	X2.5	0,785	Valid

Source : SmartPLS 4.0 (2023)

Based on Table 2, all items in the Effort Expectancy variable have a loading factor value, therefore all items in the Effort Expectancy ≥ 0,70,variable are valid. Table 4.5 shows the results of the loading factor for the Hedonic Motivation variable.

Table 3. Value Factor Loading Variable Hedonic Motivation

Leave variable	Indicator	Loading Factor	Conclusion
X3: Hedonic Motivation	X3.1	0,829	Valid
	X3.2	0,785	Valid
	X3.3	0,859	Valid
	X3.4	0,783	Valid
	X3.5	0,967	Valid

Source : SmartPLS 4.0 (2023)

Based on the data that has been tested using SmartPLS 4.0 in Table 3, the latent variable Hedonic Motivation, has results for all items, it can be concluded that all indicators in Hedonic Motivation are ≥ 0,70 Valid. In addition, the value of the loading factor in the Habit variable , is shown in table 4. below

Table 4. Variable Loading Factor Value Habit (Habit)

Leave variable	Indicator	Loading Factor	Conclusion
X4: Habit	X4.1	0,758	Valid
	X4.2	0,736	Valid
	X4.3	0,853	Valid
	X4.4	0,725	Valid
	X4.5	0,793	Valid

Source : SmartPLS 4.0 (2023)

Based on Table 4. then all items in the Habit variable can be considered valid, because all items in the Habit variable have a loading factor value Table ≥ 0,70.5, showing the loading factor value of the Content variable, as follows:

Table 5. Content Variable Loading Factor Value (Content)

Leave variable	Indicator	Loading Factor	Conclusion
X5: Content	X5.1	0,722	Valid
	X5.2	0,846	Valid
	X5.3	0,794	Valid
	X5.4	0,838	Valid
	X5.5	0,888	Valid

Source : SmartPLS 4.0 (2023)

The loading factor value of each indicator in the Content variable in Table 4.7, shows the number so that all items are declared valid, in addition, the loading factor value ≥ 0,70, of the Behavior Intention variable, is shown in Table 4.8 below.

Table 6. Factor Loading Value of Behavior Intention Variable

Leave variable	Indicator	Loading Factor	Conclusion
Y: Behavioral Intention	Y.1	0,795	Valid
	Y.2	0,712	Valid
	Y.3	0,799	Valid
	Y.4	0,781	Valid
	Y.5	0,730	Valid

Source : SmartPLS 4.0 (2023)

From the entire table above, it can be stated that all indicators on each variable are valid because, for all indicators on each variable, the loading factor value shows a ≥ number of 0.70. For Moderate variables, Z1 (Gender) and Z2 (Age) as a whole have a loading factor value of 1.000 which shows a ≥ number of 0.70 so all variables are said to be valid.

In addition, another test to find out that items in latent variables meet the criteria of Construct Validity is to know the value of AVE (Average Variance Extracted). AVE is used to measure the sound of a unified variable or correlated variable, by comparing these variables with items to measure other variables in a model [30]. The results of AVE (Average Variance Extracted) for each variable in this study, are below:

Tabel 7. Nilai AVE (Average Variance Extracted)

Leave variable	Nilai AVE (Average Variance Extracted)
X1: Performance Expectancy	0,579
X2: Effort Expectancy	0,554
X3: Hedonic Motivation	0,718
X4: Habit	0,600
X5: Content	0,672
Y: Behavioral Intention	0,584

Source : SmartPLS 4.0 (2023)

After calculating AVE using SmartPLS 4.0 software, it can be concluded that all variables in this study meet the criteria of Convergent Validity because all AVE values in each variable are valued above 0.50.

In addition to convergent validity, discriminant validity is also a stage that must be carried out in testing measurement models, explaining that discriminant validity is needed to measure variables that are different from items used to measure other variables. The indicator in discriminant validity is the AVE value, if the square root value of each variable is greater than the correlation between the two variables in the model [31].

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[30] C. M. Ringle, M. Sarstedt, dan D. Straub, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *Journal of the academy of marketing science*, 36.1 (2012), iii–xiv.

[31] Alarcón dan Sánchez.

Table 8. Correlation Value Between Variables

	X1	X2	X3	X4	X5	Y
X1	**1.000**	0.716	0.692	0.774	0.690	0.755
X2	0.716	**1.000**	0.529	0.605	0.617	0.691
X3	0.692	0.529	**1.000**	0.736	0.552	0.616
X4	0.774	0.605	0.736	**1.000**	0.795	0.748
X5	0.690	0.617	0.552	0.795	**1.000**	0.778
Y	0.775	0.691	0.616	0.748	0.778	**1.000**

Source : SmartPLS 4.0 (2023)

Judging from the AVE root value in the table above, and comparing with the correlation between variables in mode, the variables in this study have discriminant validity, because the variables in this study have a root value (square root) of the AVE per variable, greater than the correlation between variables in the model.

In addition to testing validity, reliability tests must also be carried out to measure the internal consistency of measuring instruments [32]. Reliability tests are carried out using two methods, namely Cronbach's Alpha and Composite Reliability. According to [33], Cronbach's Alpha measures the lower limit of the reliability value in a construct, while composite reliability measures the actual value of reliability in a construct. Cronbach's Alpha and Composite Reliability values recommended as benchmarks are 0.7.

Table 9. CA and CR Values of Each Variable

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
X1	0.818	0.823	0.873
X2	0.798	0.800	0.861
X3	0.900	0.918	0.927

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[32] Mat Nawi et al.

[33] Taber.

X4	0.832	0.839	0.882
X5	0.876	0.878	0.911
Y	0.823	0.835	0.875

Source : SmartPLS 4.0 (2023)

Based on all tests that have been carried out, from the validity and reliability of Cronbach's Alpha and Composite Reliability values as a whole greater than 0.7, this study has met the specified criteria. Therefore, researchers can conclude that all variables and indicators in this study are valid and reliable.

Structural Model Testing

The second test in PLS is the inner model or commonly called structural model testing (Assessment of the Structural Model), where the purpose of measuring this structural model is to test the influence between one variable and another. This test is done by looking at the t-value and path value to see whether the effect is significant or not. In addition, it can also look at the percentage of the variable described, namely by finding the value of R!, where the dependent latent variable modeled gets the influence of the independent latent variable. Interpretations of the results of R! are 0.67; 0.33; and 0.19; indicating that the models are "Good", "Moderate", and "Weak". In this study, the R! of the dependent variable Behavioral Intention is shown in the following table:

Tabel 10. R^2 Variabel Dependen

	R-square	R-Square adjusted
Y	**0,732**	0,727

Source : SmartPLS 4.0 (2023)

From the value of R! found in Table 4.13, the value of R! in the dependent variable construct Behavioral Intention was influenced by 73.2% by the variables Performance Expectancy, Effort Expectancy, Hedonic Motivation, Habit, and Content while the influence of 26.8% was influenced by other factors, which were not studied in this study. The R! result also illustrates that the model is indicated "Good" because the R! value is greater than 0.67 which is included in the "Good" indication

This study uses the one-tiled test hypothesis, so if the t-value ≥ 1.64, then Ha is accepted and because the confidence level is 95%, then the P value below 5% or 0.05 can be concluded that there is a significant influence of the independent variable on the dependent variable. Where the t value and P value are obtained

by bootstrapping. The inner model path diagram in this study is shown in the following figure:
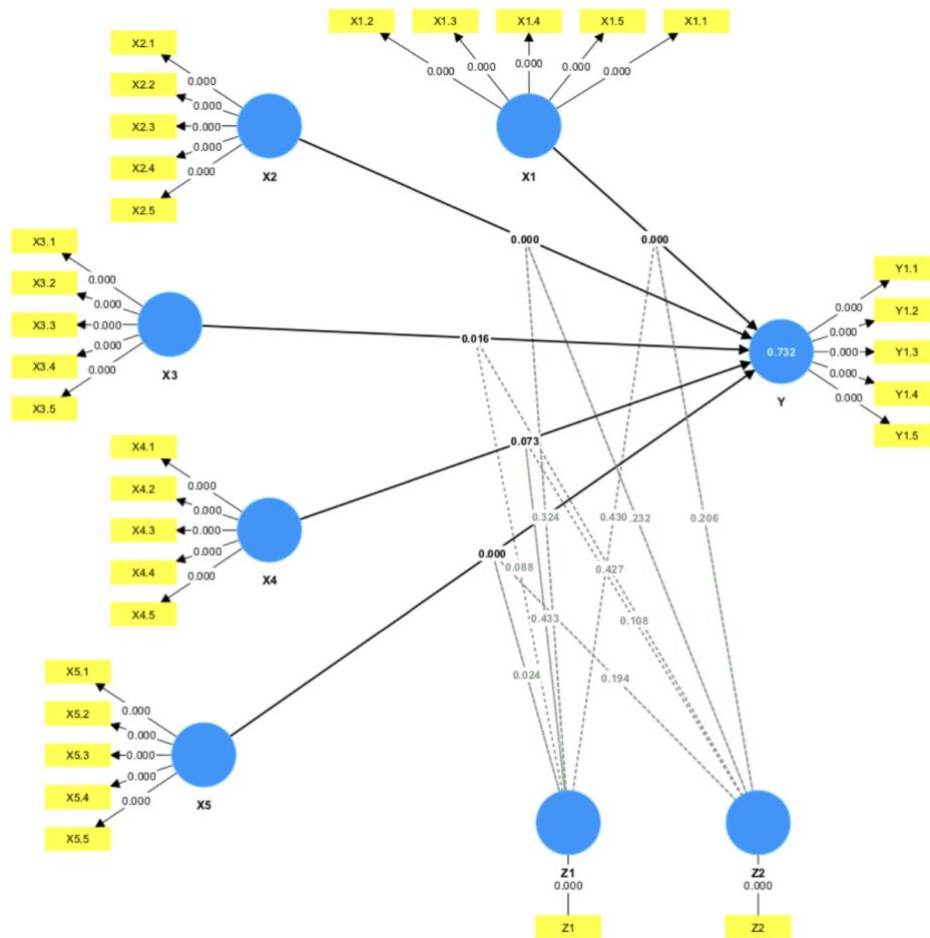
Gambar 4.4 *Inner Model*

Sumber : Hasil Olahan SmartPLS 4.0 (2023)

The test results of the structural model, t values, and P values are shown in the Table below, where variables that do not affect positively and significantly are marked in red. This study uses the one-tiled test hypothesis, so if the t-value ≥ 1.64, then Ha is accepted, and because the confidence level is 95%, then the P value below 5% or 0.05 can be concluded that there is a significant influence of the independent variable on the dependent variable.

Table 11. T Value and Path Coefficients

Hypothesis		Value of t	Conclusion	P Value	Conclusion
H1	X1 Y→	4.410	Ha accepted	0.000	Significant
H1a	Z1 x X1	0.177	Ha rejected	0.430	Insignificant
H1b	Z2 x X1	0.823	Ha rejected	0.206	Insignificant

Hypothesis		Value of t	Conclusion	P Value	Conclusion
H2	X2 Y→	4.897	Ha accepted	0.000	Significant
H2a	Z1 x X2	0.457	Ha rejected	0.324	Insignificant
H2b	Z2 x X2	0.732	Ha rejected	0.232	Insignificant
H3	X3 Y→	1.885	Ha accepted	0.030	Significant
H3a	Z1 x X3	1.357	Ha rejected	0.088	Insignificant
H3b	Z2 x X3	0.185	Ha rejected	0.427	Insignificant
H4	X4 Y→	1.627	Ha rejected	0.054	Insignificant
H4a	Z1 x X4	0.168	Ha rejected	0.433	Insignificant
H4b	Z2 x X4	1.241	Ha rejected	0.108	Insignificant
H5	X5 Y→	9.119	Ha accepted	0.000	Significant
H5a	Z1 x X5	1.978	Ha accepted	0.024	Significant
H5b	Z2 x X5	0.846	Ha rejected	0.194	Insignificant

Source : SmartPLS 4.0 (2023)

Based on the values of Path coefficients and t-values in Table 11, the conclusions of hypothesis testing are:

1. H1: Performance Expectancy has a positive and significant influence on users' Behavioral Intention to adopt UseeTV Go services.

   H1a: Age does not moderate the effect of Performance Expectancy on Behavioral Intention

   H1b: Gender does not moderate the effect of Performance Expectancy on Behavioral intention

2. H2: Effort Expectancy has a positive and significant influence on users' Behavioral Intention to adopt UseeTV Go.H2a: Age does not moderate the effect of Effort Expectancy on Behavioral Intention

   H2b: Gender does not moderate the effect of effort expectancy on behavioral intention

3. H3: Hedonic Motivation has a positive and significant influence on users' Behavioral Intention to adopt UseeTV Go.H3a: Age does not moderate the effect of Hedonic Motivation on Behavioral intention

H3b: Gender does not moderate the effect of Hedonic Motivation on Behavioral Intention

4. H4: Habits do not have a positive and significant influence on users' Behavioral Intention to adopt the UseeTV Go service.

   H4a: Age does not moderate the influence of habit on behavioral intention

   H4b: Gender does not moderate the influence of habit on behavioral intention

5. H5: Content has a positive and significant influence on users' Behavioral Intention to adopt UseeTV Go services.

   H5a: Age moderates the influence of content on behavioral intentionH5b: Gender does not moderate the effect of content on behavioral intention.

Research Data-Driven Models

Based on the test results using Smart PLS, the model supported in this study is as Figure 4.5. The variables of Performance Expectations, Business Expectations, Hedonic Motivation, and Content have a positive and significant effect on Behavioral Interest. While the Habit Variable does not have a positive and insignificant influence on Behavioral Interest. Thus this study has succeeded in adding the Content variable to the UTAUT model from [34]. The addition of the Content variable to the UTAUT model has also been successfully carried out in previous studies
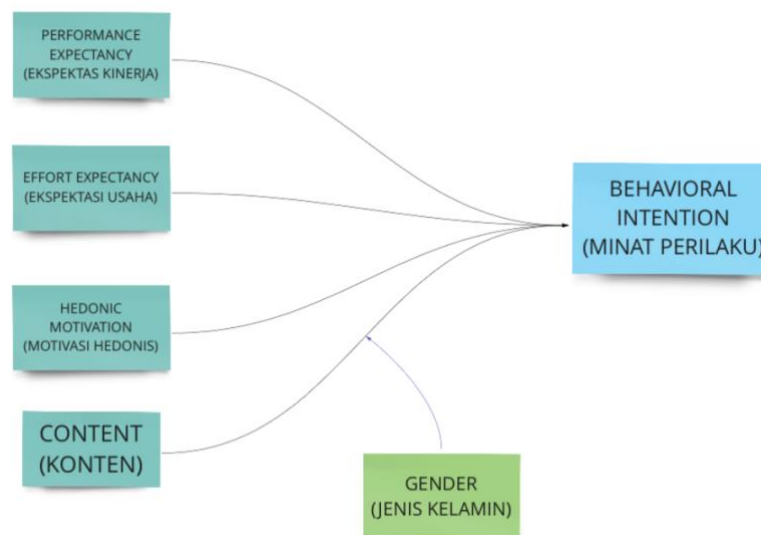

Figure 4.5 Research Data-Supported Model

Source: Processed by Researchers

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[34] Venkatesh, Yin, dan Ehman.

CONCLUSION

This study aimed to analyze the influence of Performance Expectancy, Effort Expectancy, Hedonic Motivations, and Habit on UseeTV Go's Behavioral Intention. Based on the test and analysis results, the researcher concluded that Performance Expectancy, Effort Expectancy, and Hedonic Motivations have a positive and significant influence on Behavioral Intention. However, Habit did not have a significant impact on Behavioral Intention. Suggestions were also provided, including strategies that competitors could implement to provide interesting video content and TV services for Indihome users and non-Indihome users. Additionally, gender was found to moderate the Content variable. Finally, the study's limitations were discussed, and further research was recommended, including examining the Experience variable longitudinally and researching what content is of interest to UseeTV Go users specifically.

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