# Understanding Behavioral Intention to Subscribe to Video-On-Demand Platforms During The COVID-19 Pandemic: Evidence from Indonesia

**Rafiati Kania\*, Nabila Shafira Ramadhani, Nono Wibisono, and Arie Indra Gunawan**
Marketing Management Department, Politeknik Negeri Bandung

**Abstract.** *Subscriber-based video-on-demand (SVoD) platforms saw significant business growth during the COVID-19 pandemic. Due to restrictions on movement, the Indonesian government strictly regulated visiting the cinema during the COVID-19 outbreak. Consequently, film providers and consumers adopted SVoD services as alternative digital platforms. However, Indonesian subscriptions currently lag behind other countries. In addition, a survey from 2019 by the Coalition Against Piracy discovered that 63% of Indonesian consumers opt to access illegal streaming services instead of paying subscription fees to video streaming providers. This research empirically examines the social influences, perceived risks, hedonic motivations, and utility values that affect behavioral intention to understand what factors influence paying subscriptions. The hypotheses proposed in our research model are tested on a sample of 291 Indonesian SVoD platform subscribers. The partial-least square modeling result shows that social influence, hedonic motivation, and utilitarian value can, directly and indirectly, influence behavioral intention. Contrary to our research hypotheses, the perceived risk of adopting illegal streaming videos only indirectly influences behavioral intention. Finally, it is noted that a combination of external and internal consumer motivations impact the intent to subscribe to a SVoD platform.*

**Keywords:** *Indonesia, movie piracy, behavioral intention, video streaming service, video-on-demand*

## 1. Introduction

The COVID-19 pandemic resulted in disruption to people's everyday lives, and subsequent mobility restrictions implemented in response to the pandemic changed how people access entertainment. Several studies reported that the use of movie streaming platforms by Indonesians increased during the COVID-19 pandemic (Farveen, 2020; Media Partner Asia, 2021). According to Nagaraj et al. (2021), movie streaming service providers such as Netflix, Amazon Prime, and HOOQ adopted subscription-based video-on-demand (SVoD) services to harness the huge growth of internet usage.

Although SVoD services have experienced robust growth in Indonesia, the number of SVoD subscribers lags behind compared with other countries (Purnamaningsih et al., 2019).

According to a survey conducted by Kominfo and The Coalition Against Piracy (CAP) of the Asian Video Industry Association, 63% of Indonesian online consumers prefer to access illegal streaming service sites instead of paying subscription fees (AVIA, 2019). At the country level, illegal streaming services could result in unfair competition in the film industry because those who produce pirated content have larger audiences than the original producers. Furthermore, gambling and pornographic advertisements that exist in illegal streaming services could violate Indonesian censorship laws on film content that aim to ensure content is suitable for film viewers (Baittri, 2021). In the long run, a consumer's choice to access illegally streamed movies will impact the fairness of competition in the film industry and increase adverse piracy behavior (Malin & Fowers, 2009).

Previous research investigating behavioral intention to subscribe to SvoD services has been conducted in several countries. Research in India highlights price, content, convenience, feature, and quality as factors that impact millennial consumers' willingness to subscribe to and choose certain SvoD platforms (Koul et al., 2021). Other researchers associate behavioral intention with the technology adoption model (Youn & Lee, 2019), expectation confirmation model (Pereira & Tam, 2021), and consumer values (Kwak et al., 2021). In the Indonesian context, Lestari, Richard, and Soesanto (2020) conducted a study on the factors that influence consumers' intentions to continue to use Netflix in Indonesia. Surprisingly, a few studies associate piracy behaviors with the behavioral intention of subscribing to SVoD platforms. As far as the authors' can tell, only Derakhti et al. (2020) have investigated whether video-on-demand services potentially increase movie piracy activity in Chilean students. This study aims to research the behavioral intention of subscribing to SVoD by integrating awareness of piracy behavior and intrinsic motivation in paying for the services.

The integration of piracy behavior and technology adoption has been widely investigated in digital products such as music streaming, digital application, and online TV streaming. Lestari, Richard, and Soesanto (2020) found that the perceived risk of using illegal digital products significantly influenced users. As a result, this study also aims to highlight several aspects of media exposure that educate users on the risks of illegal movie streaming and the strategies that service providers employ regarding sharing subscriptions and offering one-month free trials to benefit SVoD subscribers. This study assumes social influence and perceived risk will be antecedents of subscribing to SvoD services. Another factor that influences the intention of users to continue accessing SvoD services is utility value, or perceived usefulness. Researchers found that utility value was a stronger influence than enjoyment or hedonic motivation (Pereira & Tam, 2021).

Other research found that both utility value and hedonic motivation significantly increase trust in online subscription services (Fernández-Robin et al., 2019). As such, this study chooses to examine both aspects, hedonic motivation and utility value, as underlying factors that influence trust in relation to subscribing to SvoD services.

## 2. Literature Review/ Hypotheses Development

According to Sundaravel and Elangovan (2020), video-on-demand services have three systems of online streaming: subscription-based video-on-demand (SVoD), ad-based video-on-demand (AVoD), and transaction-based video-on-demand (TVoD). Different systems exist in paying subscriptions. SVoD requires consumers to pay a regular monthly subscription payment in order to receive free access to content without advertising. Netflix, Iflix, HOOQ, and Amazon Prime are growing SVoD providers in Indonesia. The first SVoD platform, Netflix, started to penetrate the Indonesian market in 2016 (Fergus Putri & Paksi, 2021). During the COVID-19 pandemic, eight international SvoD providers gradually entered the Indonesian market (Mahelingga, 2021). To increase subscriptions, SVoD platforms sometimes broadcast cinematic films or TV series and produce original cinematic films and TV series (Van den Broeck et al., 2008).

There have been several studies explaining the willingness to pay SVoD subscriptions. These studies looked at different perspectives, such as contribution of valuable attributes in SVoD (McKenzie, Crosby, Cox, & Collins, 2019), consumer preference for binge-watching shows (de Matos & Ferreira, 2020), factors that influence SVoD market growth (Lee et al., 2021), and the technology acceptance model as relevant to consumers in Egypt (Elsafty & Boghdady, 2022). In line with the research aim of this study, the most recent studies (see Elsafty & Boghdady, 2022) investigated content piracy and found it was an insignificant factor impacting behavior

intentions to pay for subscriptions. In addition, the studies highlight several significant contributing factors, namely social influences, hedonic motivations, and habits. This study aims to research perceived risks in pirated content, which is frequently distributed in illegal streaming services, more deeply in the context of Indonesia. Also, this study specifically highlights social influence as a precursor variable in activating other important influences such as hedonic motivation, perceived risk, and utilitarian value.

The first contributing factor is social influence. Social influence is important since consumer trust can be influenced by the belief of others (Venkatesh et al., 2012). In the context of the adoption of video-on-demand services, social influence is a determining factor for individuals to adopt VoD services (Liu et al., 2009). In general, family, friends, and other people who are considered important can exert social influence (Talukder et al., 2019), and several studies have shown that social influence has a positive relationship with behavioral intention to adopt technology (Madan & Yadav, 2016). According to Fernández-Robin et al. (2019), social influence is a pivotal factor in the theory of reasoned action (TRA) and unified theory of acceptance and use of technology (UTAUT) behavioral models that explain how individuals accept technology such as Netflix and other SVoD platforms. Referring to previous works of literature, the first hypothesis of this study is:
*H₁: Social influence has a positive effect on the behavioral intention of subscribing to SvoD services.*

The media have reported the dangers of watching illegal streaming services. CNN Indonesia (2019) claims malware from illegal streaming services such as IndoXXI, Ganool, and cgvindo potentially infiltrates security systems on users' devices. Nevertheless, the usage of illegal video streaming services in Indonesia is still high (Ammurabi, 2020). Thus, media exposure is a part of social influence that spreads information about the risk of using illegal streaming services.

Regarding risk perception, the word-of-mouth aspect has an influence on the adoption of technology (Huete-Alcocer, 2017). The disadvantages of using illegal streaming services are disseminated by media and other people who might adopt the technology. Therefore, social influence potentially positively affects behavioral intention and perceived risk. Therefore, this study proposes a second hypothesis:
*H₂: Social influence has a positive effect on perceived risk.*

SVoD platforms that generate high-quality film content create entertainment (Sundaravel & Elangovan, 2020). Viewers can avail of a one-month trial to enjoy films (Udoakpan & Tengeh, 2020) and get comfortable with the services without being bothered by advertisements (Cunningham et al., 2010). The current promotion system used by some SVoD platforms recognizes that some users might be uncomfortable with paying subscriptions so they promote a collective subscription system, according to Heubl (2020), which allows consumers to subscribe and pay subscription fees together with their relatives or friends. Lee et al. (2018) argued that utilitarian value has the same perception of fulfilling consumer expectations in which a product or service perceive equal with rational motives in terms of time, place, and ownership. Social influence potentially expresses positive effects on hedonic motivation and utilitarian value. Hence, this study proposes the following hypotheses:
*H₃: Social influence has a positive effect on hedonic motivation.*
*H₄: Social influence has a positive effect on utilitarian value.*

The second contributing factor is perceived risk, which is defined as individual belief in the consequences of human activity (Yoon, 2010). The perception of perceived risk includes uncertainty and potential unexpected consequences due to using a service (Singh et al., 2021). Perceived risk affects an individual's decision to act; one such action is consuming pirated films. According to Kilcullen et al. (2020), people who avoid risk tend to see

everything from the perspective of received benefits. The negative impact of illegal streaming services would potentially stimulate switching behavior into SVoD services to avoid viruses or malware infecting computer systems (Burruss & Dodge, 2018). Hence, this study proposes the hypothesis:

*H₅: Perceived risk has a positive influence on utilitarian value.*

In addition, the presence of pornographic or gambling advertisements on illegal streaming services potentially stimulates addiction to harmful content and raises parents' reluctance to allow children and adolescents to access illegally streamed videos (Gómez Hidalgo et al., 2009). Referring to previous works in the literature, the sixth hypothesis of this study is:

*H₆: Perceived risk has a positive influence on the behavioral intention of subscribing to SvoD services.*

The third contributing factor is hedonic motivation. This factor relates to the pleasure and enjoyment obtained by adopting technology (Venkatesh et al., 2012a). It is hedonic motivation that can increase public trust in using technology (Fernández-Robin et al., 2019). According to research on streaming services, especially SVoD, it has been proven that hedonic motivation has a positive relationship with behavioral intentions. Hence, this study proposes the hypothesis:

*H₇: Hedonic motivation has a positive effect on the behavioral intention of subscribing to SvoD services.*

The fourth contributing factor is utilitarian value. Utilitarian values are expressed in the characteristics of individuals who want comfort and effectiveness in achieving results (Arizzi et al., 2020). Rational considerations such as the benefit or function of product choices represent utilitarian value (Dewi & Ang, 2020). The behavioral intention to use SVoD services is higher in consumers who shop because they are influenced by utilitarian values (Lim et al., 2020). Hence, this study proposed the hypothesis:

H₈: Utilitarian values have a positive effect on the behavioral intention of subscribing to SvoD services.

The fifth contributing factor is behavioral intention. Behavioral intention is active loyalty by making recommendations to others and feeling satisfaction (Namkung & Jang, 2016). Behavioral intention makes it possible for consumers to carry out other behaviors such as positive word-of-mouth about a service provider, and these consumers have the intention to continue using subscription services (Saha & Theingi, 2009). Thus, this study proposes the following research framework to examine behavioral intention to subscribe to SVoD services (Figure 1).
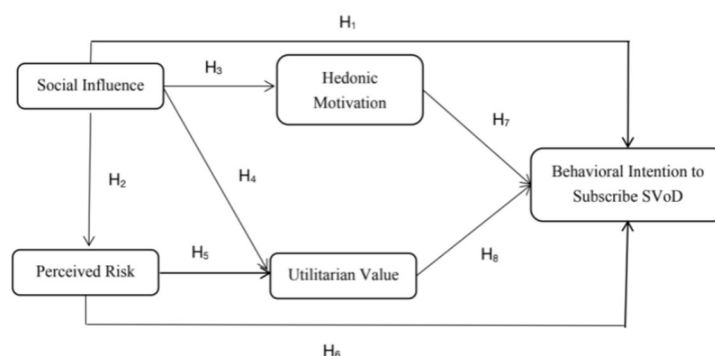


*Figure 1.*
The Conceptual Model (Source: Research Theoretical Foundation)

## 3. Methodology

This study uses a survey questionnaire to verify the hypotheses and research framework. The authors randomly distributed online questionnaires through social media from June to December 2021. The subjects of this research are Indonesian

consumers who currently or previously subscribe to SVoD platforms such as Netflix, Disney+ Hotstar, Viu, WeTV, and Iflix. The authors obtained 291 valid responses to the questionnaire. Hair et al. (2012) stated that for market research the minimum sample size for partial least squares(PLS)-based modeling is ten times the maximum number of paths in the outer and inner model. This is discussed further in Section 4.

The questionnaire items in this study were measured on a five-point Likert Scale where one indicates strongly disagree, and five indicates strongly agree. Since few studies have examined the paying intention of SVoD users, we combine an indicator scale from previous research on technology acceptance in a platform that needs a subscription (e.g. music, payment, and TV) with several arguments explaining video streaming subscriptions. Appendix 1 shows where the indicator of each construct was obtained from works in the literature. This research model uses a reflective-reflective model type measurement (Becker, Klein, & Wetzels, 2012). Meaning that all variables are reflectively measured by their indicator scale and can be distinguished from each other but are also correlated. Thus all indicators from all variables are distinct and not interchangeable.

This study performs PLS using SmartPLS 3.2.7 software to analyze the scale and structural model's accuracy. There are two steps in processing the data using PLS: assessment of the measurement model (outer model) and the structural model (inner model). The outer model is part of the measurement model, a tool to determine the validity and reliability of each construct used in a study (Maholtra et al., 2017). To ensure all variables and indicators are distinct and correlated, This study examines reliability through the indicator and internal consistency reliability and validity through convergent and discriminant validity as suggested by Becker et al (2012). The inner model is part of a structural model in which Table 3.

the inner model was tested to determine the quality of the research model by measuring its ability to predict endogenous constructs through the calculation of the determinant coefficient ($R^2$), predictive relevance ($Q^2$), and path coefficient (Hair et al., 2012). In addition, calculations on Goodness of Fit (GoF) were also carried out to test the inner model to determine the suitability of the research model built.

# 4.    Findings and Discussion

This research framework consists of 18 indicators and 8 path relationships, so the minimum number required for the sample is $10 \times 26 = 180$. In this study, 291 respondents were obtained which meets the minimum number for the sample. A brief outline of respondents' demographics can be seen in Appendix 2. Regarding gender, 66.33% of respondents are women. Regarding ages, most of the respondents are between 22 and 25 years old. Around 48.73% have been paying subscriptions for 1 to 3 years.

*4.1. Empirical Results of Outer Model*
Table 1 shows the results of the outer model analysis, which measures the reliability and validity of the model construct, and the compound variable and its indicators. First, all indicators of the research variables such as social influence, perceived risk, hedonic motivation, utilitarian value, and behavioral intention are declared reliable because they have a loading value on each variable above the cut-off value of 0.7, which Fornell and Larcker (1981) and Hair et al. (2012) argue extracts sufficient variance. Second, the results of the reliability test reach the Cronbach Alpha (α) and Composite Reliability minimum value of 0.7, meaning that the value of the construct used in this study can be said to be consistent and the convergent validity of this study can be said to meet the AVE criteria with a minimum value of 0.5 (Hair et al., 2012).

*Tabel 1.*
*Results of Outer Model Analysis*

| Construct | Loading | α | CR | AVE |
|---|---|---|---|---|
| **Social Influence** | | **0.914** | **0.936** | **0.747** |
| Public figures mostly use SvoD services and because of that I'm sure to use that platform | 0.866 | | | |
| Provider recommendation to use the sharing system subscription | 0.934 | | | |
| Friends recommend a SvoD service | 0.775 | | | |
| Mass media reports that illegal video streaming services are dangerous for devices | 0.866 | | | |
| Using SVoD services after seeing negative news related to illegally streamed videos | 0.873 | | | |
| **Perceived Risk** | | **0.733** | **0.849** | **0.653** |
| Illegal streaming services cause device problems | 0.858 | | | |
| Illegal streaming services are harmful because of the existence of pornographic ads | 0.802 | | | |
| Illegal streaming services are harmful because of the existence of online gambling ads | 0.762 | | | |
| **Hedonic Motivation** | | **0.930** | **0.948** | **0.787** |
| Feeling happy using SVoD service | 0.943 | | | |
| Feeling enjoyment while using SVoD service | 0.833 | | | |
| Feeling happy to share a subscription with friends/family | 0.947 | | | |
| Feeling happy to pay less | 0.928 | | | |
| Specials (promotions) from the provider make me interested | 0.770 | | | |
| **Utilitarian Value** | | **0.843** | **0.879** | **0.591** |
| Can use SVoD services anytime and anywhere | 0.742 | | | |
| Have control over program navigation | 0.777 | | | |
| Variety of movies are available | 0.810 | | | |
| The sharing system of SVoD services makes fees cheaper | 0.741 | | | |
| The absence of ads increases comfortable viewing | 0.772 | | | |
| **Behavioral Intention** | | **0.841** | **0.905** | **0.760** |
| Willing to sacrifice to pay a subscription | 0.907 | | | |
| Willing to be loyal to the SVoD provider | 0.818 | | | |
| Willing to recommend others to subscribe to the SVoD platform | 0.888 | | | |

Using the Fornell Larcker criteria, validity tests were also carried out to analyze the loading and AVE values. This study employs Fornell Larcker criteria to measure discriminant validity. As shown in Table 2, bold diagonal values indicate square roots of AVE for each variable and discriminant validity can be satisfied if each bold diagonal value is greater than the shared variance with other variables. In other words, the diagonal bold values (shown in Table 2) are greater than the values of other variables in the same row and column.

Table 2.
*Fornell Larcker Criteria*

|  | SI | PR | HM | UV | BI |
|---|---|---|---|---|---|
| Social Influence (SI) | **0.787** |  |  |  |  |
| Perceived Risk (PR) | 0.411 | **0.763** |  |  |  |
| Hedonic Motivation (HM) | 0.626 | 0.503 | **0.834** |  |  |
| Utilitarian Value (UV) | 0.421 | 0.443 | 0.481 | **0.839** |  |
| Behavioral Intention (BI) | 0.658 | 0.630 | 0.641 | 0.554 | **0.793** |
| Note: Bold diagonal values show the square root of AVE for each construct |

### 4.2. Empirical Results of Inner Model

The measurement of the coefficients of determination ($R^2$) aims to assess the research model's fitness (Hair, Ringle, & Sarstedt, 2013). Based on the results of the $R^2$ calculation shown in Table 3, it can be seen that Social Influence affects Perceived Risk by 62.8% ($R^2$: 0.628) and affects Utilitarian Value by 66.1% ($R^2$: 0.661). Meanwhile, Social Influence, Perceived Risk, Hedonic Motivation, and Utilitarian Value affect Behavioral Intention by 76.7% ($R^2$: 0.767). According to Hair et al. (2011), $R^2 > 0.60$ represents a high-level ability of endogenous latent variables to explain dependent variables.

In addition, calculations on GoF also need to be carried out in testing the inner model to determine the suitability of the research model built. The result of the GoF calculation is 0.858. It refers to the classification of GoF values according to Daryanto et al. (2009). The GoF value in this study is included in the high category. This research has an accurate research model in describing the hypotheses. In addition to the GoF value and $R^2$ value, predictive relevance ($Q^2$) values are also considered. Table 3 shows that the $Q^2$ values for all variables are above 0. Thus, research variables indicate satisfactory predictive relevance (Hair et al., 2013).

Table 3.
*Results of GoF, $R^2$, and $Q^2$ Analysis*

| Construct | AVE | $R^2$ | $Q^2$ |
|---|---|---|---|
| Social Influence | 0.747 |  |  |
| Perceived Risk | 0.653 | 0.628 | 0.350 |
| Hedonic Motivation | 0.787 | 0.893 | 0.651 |
| Utilitarian Value | 0.591 | 0.661 | 0.574 |
| Behavioral Intention | 0.760 | 0.767 | 0.605 |
| **GoF** | 0.858 |  |  |

The path analysis is carried out to test the direct relationship between the variables tested and the proposed hypothesis. Table 4 shows that seven hypotheses were accepted while one was rejected. First, social influence has the largest direct effect on hedonic motivation ($\beta = 0.911$, p-value < 0.001). Meaning that, in the context of Indonesia,

social influence has more influence on hedonic motivation. On the contrary, perceived risk has the lowest effect on behavioral intention ($\beta = 0.011$, p-value = 0.756). However, Indonesian consumers' perceived risk regarding illegal streaming has less influence on their intention to subscribe to SVoD platforms.

Table 4.
*Hypotheses Testing*

| Hypothesis | Construct Path | β | t-value | p-value | Hypothesis Test |
|---|---|---|---|---|---|
| H1 | Social Influence -> Behavioral Intention | 0.235 | 3.477 | 0.000 | Accepted |
| H2 | Social influence -> Perceived Risk | 0.736 | 24.982 | 0.000 | Accepted |
| H3 | Social Influence -> Hedonic Motivation | 0.911 | 62.861 | 0.000 | Accepted |
| H4 | Social Influence -> Utilitarian Value | 0.673 | 14.583 | 0.000 | Accepted |
| H5 | Perceived risk -> Utilitarian Value | 0.222 | 4.333 | 0.000 | Accepted |
| H6 | Perceived Risk -> Behavioral Intention | 0.011 | 0.307 | 0.756 | Rejected |
| H7 | Hedonic Motivation -> Behavioral Intention | 0.468 | 4.400 | 0.000 | Accepted |
| H8 | Utilitarian Value -> Behavioral Intention | 0.675 | 5.383 | 0.000 | Accepted |

Note: p < 0.001

Next, this study shows the indirect effect of social influence on behavioral intention. Table 5 shows that four paths of social influence reveal significant indirect effects while one path was not significant. The constructed path with the most influence is the constructed path of the social influence variable through hedonic motivation and continued to behavioral intention, which has a value of (β = 0.984, p-value < 0.001). Meaning that social influence significantly influenced SVoD subscriptions if positive pleasure, comfort, and enjoyment for potential users exist. Utilitarian value also mediates social influence

An insignificant indirect effect of social influence exists in perceived risk as a mediating variable to influence behavioral intention (β = 0.015, p-value < 0.001). However, the perception of risk significantly mediates the relationship between social influence and utilitarian value (β = 0.163, p-value < 0.001). Regarding paying subscriptions, the perception of risk and utilitarian value significantly mediate social influence and behavioral intention (β = 0.276, p-value < 0.10). In conclusion, the contribution of social influence on paying subscriptions is also potentially effective if consumers see the utilitarian value and perceived risk of illegal streaming services.

Table 5.
*Indirect Effect of Social Influence*

| Construct Path | β | t-value | p-value* | Significant |
|---|---|---|---|---|
| Social Influence -> Perceived risk-> Utilitarian Value | 0.163 | 4.076 | 0.000 | Significant |
| Social Influence -> hedonic motivation->Behavioral Intention | 0.984 | 16.763 | 0.000 | Significant |
| Social influence -> Utilitarian value-> Behavioral Intention | 0.154 | 6.800 | 0.000 | Significant |

Table 5.
*Indirect Effect of Social Influence*

| Construct Path | β | t-value | p-value* | Significant |
|---|---|---|---|---|
| Social influence -> Perceived risk -> Behavioral Intention | 0.015 | 0.470 | 0.639 | Not Significant |
| Social influence ->Perceived Risk -> Utilitarian value -> Behavioral Intention | 0.276 | 1.671 | 0.095* | Significant |
| Note: *P < 0.001, **P < 0.10 | | | | |

First, the current research focuses on examining the behavioral intention model in SVoD subscriptions. This study emphasizes that social influence, utilitarian value, and hedonic value significantly impact behavioral intention to subscribe to SVoD platforms. Otherwise, only perceived risk does not significantly impact behavioral intention.

This study highlights two aspects. First, social influence is a significant external antecedent variable that precedes other variables to influence behavioral intention. Second, independent perceived risk insignificantly affects behavioral intention but is significantly effective as a mediating variable. This study emphasizes that both perceived risk and utilitarian value are mediating variables in the relationship between social influence and behavioral intention.

First, $H_1$ suggests that the social influence variable directly affects the behavioral intention of subscribing to SvoD services. The results show that encouragement from family or friends can influence users to switch from using illegal streaming services to using paid streaming services. In line with Venkatesh et al. (2012b), the extent that the individual's perception can be influenced by the values of other people is linked to their belief that they should use the new subscription system.

Second, social influence significantly affects the perception of risk ($H_2$), while risk perception also insignificantly affects behavioral intention ($H_6$). Social influence occurs because many media outlets have reported information about the advantages and disadvantages of using illegal streaming services (Setianto, 2015). Consumer exposure to news regarding the disadvantages of illegal streaming will influence consumers to switch to paid streaming services such as SVoD (Vida et al., 2012).

Third, perceived risk insignificantly affects behavioral intention ($H_6$). This finding agrees with Elsafty and Boghdady ( 2022), who researched subscription intentions in the context of consumers in Egypt. This study emphasizes that perceived risk will significantly influence behavioral intention if other factors contribute to impact the risk perception. Social influence and utilitarian value are the two aspects that potentially affect risk perception. Based on the results shown in Table 5, social influence indirectly affects behavioral intention by directly affecting the perceived risk ($H_2$), while perceived risk will directly affect utilitarian value ($H_5$). Utilitarian value significantly affects behavioral intention ($H_8$).

Fourth, social influence significantly affects hedonic motivation ($H_3$), while hedonic motivation also significantly affects behavioral intention ($H_7$). This finding implies that family and friends gain more satisfaction in enjoying a movie together. As Heubl (2020) said, they will do anything to use it together, and it also makes them more concerned about the harmony of a family or friendship.

Fifth, social influence significantly affects the utilitarian value ($H_4$), while the value significantly affects behavioral intention ($H_8$).

In line with Heubl's (2020) theory, consumers will take various steps to use these services at lower prices. By inviting friends to subscribe to a SVoD platform using the same account, the costs of subscription will be lower. Adebule et al. (2020) also emphasized that a shared subscription strategy could increase the chance that users will prefer a paid streaming platform.

## 5. Conclusions

This study aimed to understand the behavioral intention of subscribing to a SVoD platform. As other research claims the risk of illegal streaming will potentially drive user intention to SVoD services. This research finds that the risk of illegal streaming is still less influential in driving intention. Media exposure to the risks of illegal streaming still exerts insufficient influence on Indonesian consumers. This study contributes two aspects to the current research body. First, behavioral intention to subscribe to SVoD services can be directly and indirectly affected by social influence.

Social influence directly affects behavioral intentions when individuals perceive that other people have important values that they should follow. Social influence indirectly affects behavioral intentions when utility value, hedonic motivation, and perceived risk function as mediating variables. Second, perceived risk function perceived greater influence on behavioral intention if social influence and utilitarian value drive public awareness. In conclusion, in the context of Indonesian consumers, the perception of perceived risk related to using illegally streamed videos will affect behavioral intention if the utilitarian value of SVoD platforms is maintained. Both perspectives are important aspects that increase the influence that other people, media, and public figures have on the behavioral intention of paying SVoD subscriptions.

Although this research contributes to illegal streaming service studies, some limitations of the research must be addressed. First, this research focuses on Indonesian consumers. The research result will only be appropriate in the Indonesian context. Second, this research highlights the impact of certain SVoD marketing strategies, such as a one-month free trial family-sharing subscription. Future research can explore another strategy, such as producing drama series from well-known actors.

Since the rating of drama series produced by SVoD platforms is considerably competitive in Indonesia and other countries, research on continuance intention should be explored as a possible avenue of future research. Third, exposure through the media to the risks of illegal streaming services is still low in Indonesia. Future research should potentially address how to effectively use the media to influence users to switch from illegal streaming services SVoD services. Digital piracy issues can be an impetus for a company to anticipate switching costs from illegally streamed videos. Due to the high demand for entertainment, research on piracy in digital movie platforms and switching costs are potential research avenues.

## References

Adebule, H. O., Ogundipe, C. F., Olasehinde, S. A., & Omojuwa, B. D. (2020). Price Discount and Retention of Customers of Pay Television Sector in Ekiti State, Nigeria. *International Journal of Marketing Research Innovation*, 4(1), 13–19. doi: 10.46281/IJMRI.V4I1.555

Ammurabi, S. D. (2020). *Layanan streaming, makin berjaya di era Corona.* Retrieved from https://www.alinea.id/bisnis/layanan-streaming-makin-berjaya-di-era-corona-b1ZT49xcZ

Arizzi, G., Breitenreiter, J., Khalsa, R., Iyer, R., Babin, L. A., & Griffin, M. (2020). Modeling Business Student Satisfaction: Utilitarian Value and Hedonic Value as Drivers of

Satisfaction. *Marketing Education,* 30(4), 196–207. doi: 10.1080/10528008.2020.1822186

AVIA. (2019). *Newly released survey finds 63% of Indonesians have accessed streaming piracy websites or torrent sites.* Retrieved from https://www.acnnewswire.com/press-release/english/56412/newly-released-survey-finds-63-of-indonesians-have-accessed-streaming-piracy-websites-or-torrent-sites

Baittri, J. H. (2021). *Ada Iklan Porno dan Judi Online, Pemilik Film "Keluarga Cemara" Tolak Mediasi.* Retrieved July 16, 2021, from kompas website: https://regional.kompas.com/read/2021/02/04/20512521/ada-iklan-porno-dan-judi-online-pemilik-film-keluarga-cemara-tolak-mediasi

Becker, J. M., Klein, K., & Wetzels, M. (2012). Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models. *Long Range Planning,* 45(5–6), 359–394. doi: 10.1016/j.lrp.2012.10.001

Bentley, F., Silverman, M., & Bica, M. (2019). *Exploring Online Video Watching Behaviors.* Proceedings of the 2019 ACM International Conference on Interactive Experiences for TV and Online Video. doi: 10.1145/3317697

Burruss, G., & Dodge, C. (2018). *The criminality of digital piracy: Is it a pathway to more serious offending? In Digital Piracy: A Global, Multidisciplinary Account.* doi: 10.4324/9781315158679

CNN Indonesia. (2019). *Bahaya Nonton Film di Situs Bajakan seperti IndoXXI.* Retrieved July 16, 2021, from https://www.cnnindonesia.com/teknologi/20191220073003-185-458560/bahaya-nonton-film-di-situs-bajakan-seperti-indoxxi

Cunningham, S., Silver, J., & McDonnell, J. (2010). Rates of change: Online distribution as disruptive technology in the film industry. *Media International Australia,* (136), 119–132. doi: 10.1177/1329878x1013600114

Daryanto, A., Ruyter, K. de, & Wetzels, M. (2009). Getting a Discount or Sharing the Cost: The Influence of Regulatory Fit on Consumer Response to Service Pricing Schemes: *Journal of Service Research,* 13(2), 153–167. doi: 10.1177/1094670509351566

Derakhti, A., Ramírez-Rivas, C., & Ramírez-Correa, P. E. (2020). Streaming or misbehavior, investigation on movie streaming or movie piracy. DYNA (Colombia), 87(215), 102–108. doi: 10.15446/dyna.v87n215.84541

Dewi, I. J., & Ang, S. H. (2020). Assessing the imagination scale's nomological validity: Effect of hedonic versus utilitarian product types and abstract versus concrete advertising execution. *Gadjah Mada International Journal of Business,* 22(2), 118–136. doi: 10.22146/gamaijb.51111

Elsafty, A., & Boghdady, A. (2022). The Cognitive Determinants Influencing Consumer Purchase-Intention Towards Subscription Video on Demand (SVoD): Case of Egypt. *International Journal of Marketing Studies,* 14(1), 95. doi: 10.5539/ijms.v14n1p95

Farveen, F. (2020, April 23). Indonesian Streaming Platform Vidio records 225% growth amid COVID-19. Retrieved from https://www.marketing-interactive.com/indonesian-streaming-platform-vidio-records-225-growth-amid-covid-19

Fergus Putri, A. R., & Paksi, A. K. (2021). the Strategy of Netflix To Dominate the Entertainment Media Market in Indonesia 2016-2021. *Jurnal Ilmiah Dinamika Sosial,* 5(1), 110–134. doi: 10.38043/jids.v5i1.3049

Fernández-Robin, C., McCoy, S., Yáñez, D., & Hernández-Sarpi, R. (2019). Netflix, Who Is Watching Now? Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 11578 LNCS, 202–216. doi: 10.1007/978-3-030-21902-4_15

Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research,* 18(3), 382–388. doi: 10.1177/002224378101800313

Gómez Hidalgo, J. M., Sanz, E. P., García, F. C., & Rodríguez, M. D. B. (2009). Chapter 7 Web Content Filtering. In *In Advances in Computers* (Vol. 76. doi: 10.1016/S0065-2458(09)01007-9

Hair, Joe F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice,* 19(2), 139–152. doi: 10.2753/MTP1069-6679190202

Hair, Joe F, Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science,* (40), 414–433. doi: 10.1007/s11747-011-0261-6

Hair, Joseph F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning,* 46(1–2), 1–12. doi: 10.1016/j.lrp.2013.01.001

Heubl, B. (2020). *How to party with Netflix. Engineering & Technology,* 15(4), 51–53. doi: 10.1049/ET.2020.0413

Huete-Alcocer, N. (2017). A Literature Review of Word of Mouth and Electronic Word of Mouth: *Implications for Consumer Behavior. Frontiers in Psychology,* 0(JUL), 1256. doi: 10.3389/FPSYG.2017.01256

Kilcullen, M. L., Kandasamy, Y., Evans, M., Kanagasignam, Y., Atkinson, I., van der Valk, S., … Baxter, M. (2020). Neonatal nurses' perceptions of using live streaming video cameras to view infants in a regional NICU. *Journal of Neonatal Nursing,* 26(4). doi: 10.1016/j.jnn.2020.01.012

Kim, S., Lee, C., Lee, J., & Kim, J. (2021). Over-the-top bundled services in the Korean broadcasting and telecommunications market: Consumer preference analysis using a mixed logit model. *Telematics and Informatics,* 61, 101599. doi: 10.1016/J.TELE.2021.101599

Koul, S., Ambekar, S. S., & Hudnurkar, M. (2021). Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers. *International Journal of Innovation Science,* 13(1), 53–66. doi: 10.1108/IJIS-09-2020-0174

Kwak, K. T., Oh, C. J., & Lee, S. W. (2021). Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values. *Telecommunications Policy,* 45(7), 102168. doi: 10.1016/j.telpol.2021.102168

Lee, C. C., Nagpal, P., Ruane, S. G., & Lim, H. S. (2018). *Communications of the IIMA Factors Affecting Online Streaming Subscriptions SUBSCRIPTIONS. Communications* of the IIMA, 16(1).

Lestari, E. D., Richard, O., & Soesanto, C. (2020). Implications on Continuance Intention To Use Svod : Study on. DeReMa (Development of Research Management): *Jurnal Manajemen* Vol., 15(2), 183–208.

Lim, X. J., Cheah, J. H., Cham, T. H., Ting, H., & Memon, M. A. (2020). Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment. *Asia Pacific Journal of Marketing and Logistics,* 32(7), 1539–1563. doi: 10.1108/APJML-03-2019-0126

Liu, J., Liu, Y., Li, H., Li, D., & Rau, P.-L. P. (2009). Acceptance of Mobile Entertainment by Chinese Rural People. Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 5615 LNCS(PART 2), 335–344. doi: 10.1007/978-3-642-02710-9_37

Madan, K., & Yadav, R. (2016). Behavioural intention to adopt mobile wallet: a developing country perspective.

*Journal of Indian Business Research*, 8(3), 227–244. doi: 10.1108/JIBR-10-2015-0112

Mahelingga, D. E. I. R. (2021). *Sirkulasi Film Platform Streaming di Indonesia. LIPI Press,* 1–4. Retrieved from https://lipipress.lipi.go.id/detailpost/sirkulasi-film-platform-streaming-di-indonesia

Maholtra, N. K., Daniel, N., & Birks, D. F. (2017). *Marketing research*. In The Marketing Book: Seventh Edition. doi: 10.4324/9781315890005

Malin, J., & Fowers, B. J. (2009). Adolescent self-control and music and movie piracy. *Computers in Human Behavior,* 25(3), 718–722. doi: 10.1016/J.CHB.2008.12.029

McKenzie, J., Crosby, P., Cox, J., & Collins, A. (2019). Experimental evidence on demand for "on-demand" entertainment. *Journal of Economic Behavior and Organization,* 161, 98–113. doi: 10.1016/j.jebo.2019.03.017

Media Partner Asia. (2021). *Mpa Report: Premium Video Captures 10 % of Total Video Streaming Minutes in Southeast Asia.* Retrieved from https://www.media-partners-asia.com/AMPD/Q1_2021/PR.pdf

Nagaraj, S., Singh, S., & Yasa, V. R. (2021). Factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India. *Technology in Society,* 65(March), 101534. doi: 10.1016/j.techsoc.2021.101534

Namkung, Y., & Jang, S. (2016). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions: *Journal of Hospitality & Tourism Research,* 31(3), 387–409. doi: 10.1177/1096348007299924

Pereira, R., & Tam, C. (2021). Impact of enjoyment on the usage continuance intention of video-on-demand services. *Information and Management,* 58(7), 103501. doi: 10.1016/j.im.2021.103501

Purnamaningsih, P., Erhan, T. P., & Rizkalla, N. (2019). Behavioral intention towards application-based short-distance delivery services adoption in indonesia. *Review of Behavioral Aspect in Organizations and Society,* 1(1), 77–86. doi: 10.32770/RBAOS.VOL177-86

Saha, G. C., & Theingi. (2009). Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand. Managing Service Quality, 19(3), 350–372. https://doi.org/10.1108/0960452091 0955348

Setianto, Y. P. (2015). Media policy in the context of global media flows, the internet, and piracy: An historical analysis of media regulation in Indonesia. *Jurnal Komunikasi: Malaysian Journal of Communication,* 31(2), 371–388. doi: 10.17576/jkmjc-2015-3102-21

Singh, S., Singh, N., Kalinić, Z., & Liébana-Cabanillas, F. J. (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction. *Expert Systems with Applications,* 168. doi: 10.1016/j.eswa.2020.114241

Sundaravel, E., & Elangovan, N. (2020). Emergence and future of Over-the-top (OTT) video services in India: an analytical research. International *Journal of Business Management and Social Research,* 8(2), 489–499. doi: 10.18801/ijbmsr.080220.50

Talukder, S., Chiong, R., Dhakal, S., Sorwar, G., & Bao, Y. (2019). A two-stage structural equation modeling-neural network approach for understanding and predicting the determinants of m-government service adoption. *Journal of Systems and Information Technology,* 21(4), 419–438. doi: 10.1108/JSIT-10-2017-0096

Udoakpan, N., & Tengeh, R. K. (2020). The Impact of Over-the-Top Television Services on Pay-Television Subscription Services in South Africa. *Journal of Open Innovation: Technology,*

*Market, and Complexity* 2020, Vol. 6, Page 139, 6(4), 139. doi: 10.3390/JOITMC6040139

Van den Broeck, W., Pierson, J., & Lievens., B. (2008). *Confronting video-on-demand with television viewing practices.* In Innovating for and by Users (pp. 13–26).

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012a). Applicability of the unified theory of acceptance and use of technology in music streaming services for young users. *Revista Brasileira de Marketing,* 18(1), 147–162. doi: 10.5585/remark.v18i1.4031

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012b). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology.

MIS *Quarterly: Management Information Systems,* 36(1), 157–178. doi: 10.2307/41410412

Vida, I., Koklič, M. K., Kukar-Kinney, M., & Penz, E. (2012). Predicting consumer digital piracy behavior: The role of rationalization and perceived consequences. *Journal of Research in Interactive Marketing,* 6(4), 298–313. doi: 10.1108/17505931211282418

Yoon, C. (2010). Theory of Planned Behavior and Ethics Theory in Digital Piracy: An Integrated Model. *Journal of Business Ethics*, 100(3), 405–417. doi: 10.1007/S10551-010-0687-7

Youn, S. yi, & Lee, K. H. (2019). Proposing value-based technology acceptance model: testing on paid mobile media service. *Fashion and Textiles,* 6(1). doi: 10.1186/s40691-018-0163-z

## Appendix

Appendix 1. Survey List

| Social Influence | |
|---|---|
| SI1. | Public figure mostly use SVoD and because of that I'm sure to use that platform (Venkatesh et al., 2012a) |
| SI2. | Provider recommendation to use the sharing system subscription (Bentley et al., 2019) |
| SI3. | Friends recommendation to SVoD (Talukder et al., 2019) |
| SI4. | Mass media reports that illegal video streaming services are dangerous for devices (Setianto, 2015) |
| SI5. | Using SVoD after seeing negative news related to illegal streaming video (Huete-Alcocer, 2017) |

| Perceived Risk | |
|---|---|
| PR1. | Illegal streaming services cause device problems (Yoon, 2010) |
| PR2. | Illegal streaming service is harmfull because existence pornographic ads (Gómez Hidalgo et al., 2009) |
| PR3. | Illegal streaming services is harmful because of the existence of online gambling ads (Gómez Hidalgo et al., 2009) |

| Utilitarian Value | |
|---|---|
| UV1. | Enable using SVoD anytime and anywhere (Lim et al., 2020) |
| UV2. | Have control over program navigation (Lim et al., 2020) |
| UV3. | Variety movie are available (Lim et al., 2020) |
| UV4. | The sharing system of SVoD makes paying cheaper (Lim et al., 2020) |
| UV5. | The absence of ads increase comfortable watching (Lim et al., 2020) |

| Behavioral Intention to subscribe SVoD | |
|---|---|
| BI1. | Willing to sacifice for paying subscription (Saha & Theingi, 2009) |
| BI2. | Willing to be loyal subscription of SVoD (Saha & Theingi, 2009) |
| BI3. | Willing to recommend others to subscribe SVoD (Saha & Theingi, 2009) |

| Hedonic Motivation | |
|---|---|
| HM1. | Feeling Happy using SVoD service (Venkatesh et al., 2012a) |
| HM2. | Felling Enjoy while watching using SVoD (Venkatesh et al., 2012a) |
| HM3. | Feeling happy to share a subscription with friends/family. (Bentley et al., 2019) |
| HM4. | Feeling happy to pay cheaper (Adebule et al., 2020) |
| HM5. | Specials (promotions) from the provider make me interested (Kim et al., 2021) |

Appendix 2.
*Respondent Profiles*

| Description | Frequency | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Male | 98 | 33.67 |
| Female | 193 | 66.33 |
| **Total** | **291** | **100** |
| **Age** | | |
| 18-21 Years Old | 104 | 35.87 |
| 22-25 Years Old | 144 | 49.75 |
| 26-29 Years Old | 30 | 10.49 |
| 30-34 Years Old | 11 | 3.21 |
| ≥35 Years Old | 2 | 0.68 |
| **Total** | **291** | **100** |
| **Years of paying SVoD** | | |
| < 1 years | 80 | 27.3 |
| 1-3 years | 141 | 48.73 |
| > 3 years ago | 70 | 23.97 |
| **Total** | **291** | **100** |