THE LINKAGE OF SUBSCRIPTION DECISIONS FROM SEVERAL FACTORS AT VIDEO ON-DEMAND STREAMING SERVICES IN JAKARTA CITY, INDONESIA

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ABSTRACT

The internet era and digital industry are increasingly benefiting from the increasing use of the internet in Asian countries. In the next few years, the existence of this video-on-demand streaming application will be increasingly popular among the public. This study aims to linkage between e-service quality and user experience impact on subscription decisions simultaneously and partially in Video On-Demand Streaming services in Jakarta City, Indonesia. This study uses a quantitative approach using multiple regression and causality type. Data collection from the period of March to June 2024 to participants at least 3 months and are at least 17 years old who subscribe to video-on-demand streaming services. Data procession with multiple regression analysis. This evidence supports based on proven empirical the Subscription Decisions from several factors, i.e., the significance of e-Service Quality and User Experience of Disney+ Hotstar Video On-Demand Streaming service application, with forty-six point eight percent both of them contributing components in this study. Hereafter, each of the e-Service Quality and User Experience factoring to influence the subscription decisions as partially at Video On-Demand Streaming Service of Disney+Hotstar as significantly. The study's findings serve in-depth information for provider applications, especially in Indonesia to sustain by continuing to display film recommendations via the search icon and continuing to provide the latest films and series. This study recommended that understanding customer consumption patterns is important, as well as scheduling favorite films seasonally based on the amount of time spent on favorite genres/films and conducting surveys as often as possible with customers.

INTRODUCTION

The shift from traditional advertising methods to online advertising, potential and existing digital entrepreneurs would need to understand the most effective ways to engage their customers with relevant Ad content (Oladele, Adigun, Johnson, Oladele, & Ajani, 2022). The internet era and digital industry is increasingly benefiting from the increasing use of the internet in Asian countries. In the next few years, the existence of this video streaming application will be increasingly popular among the public. Many of them use video on-demand services, namely official online film providers. Video On-Demand is a service where the system is run interactively by realizing facilities to control and choose the video program or film you want to watch. When going to the cinema, customers choose the film they want to watch but with a predetermined schedule and time. Unlike cinemas, on video On-demand users can download selected movies or save their favorite films and series to a computer, laptop or smartphone so that they can easily re-watch the audio and visual content provided. With the freedom to choose the content to be watched in line with the concept of the communications industry which provides full control to its users (Sulivyo, 2022). One of the popular video on-demand services in Indonesia is Disney+ Hotstar. The purchase or subscription decisions made online is an alternative process that can use the information to evaluate two or more other behaviors and choose one of them based on factors such as website quality, merchant or service, personality, and so on. E-service quality can influence purchasing decisions because it makes it easier to find information, accuracy, and speed in making purchases by motivating consumers to make purchases (Petcharat & Leelasantitham, 2021). From the Google Play store review and observation of Disney+ Hotstar such as users experiencing bugs when logging in, watch only black,

when offline mode the downloaded video runs choppy and the video resolution is very poor, and errors every time you want to play a video. With the negative reviews regarding the e-service quality and user experience of Disney+ Hotstar that occur continuously, it is feared that it will have an impact on subscription decisions (Feriano, Oktadini, Meiriza, Sevtiyuni, & Putra, 2023).

The variables in this study are e-service quality, user experience and subscription decisions. The location in DKI Jakarta City as the research location, with the characteristics of respondents selected if they meet the criteria of the area, and users who subscribe to Disney+ Hotstar have contributed for at least 3 months and are at least 17 years old. The aims of this research include the following: (1) the linkage among e-service quality and user experience impact to the subscription decisions as simultaneously Video On-Demand Streaming Service; (2) the linkage among e-service quality and user experience impact to the subscription decisions as partially Disney+ Hotstar Video on-Demand Streaming Service. This can be expected to provide understanding, ideas, and input related to e-service quality, user experience, and subscription decisions that will be made in the future and for similar companies.

LITERATURE REVIEW

Service quality is something intangible which is an action or performance offered by one party to another and does not cause any transfer of ownership. It can be seen that in the service there is always an aspect of interaction between the customer and the producer, although the parties involved are not always aware of it. Service is not an item but an intangible process or activity (Claessens, 2015). While e-service quality encompasses all expectations of consumer interaction through the website, namely how effectively and efficiently the website can facilitate the provision of the service. e-service quality was developed to assess the quality of services provided through the internet network (Tjiptono, 2019). E-service quality has the following dimensions: (1) Interface design is the ability to enable precise and detailed application design to provide ease and convenience for users when accessing applications or websites. (2) Reliability is the technical functionality of a service or site that can operate with minimal disruption, and the security of the services provided. the security of the services provided by the company to the application users in a correct and safe manner. (3) Responsiveness is the ability to respond or help users quickly if they ask questions or have problems. (4) Trust is the level of user confidence in a company's services that are clear and accurate. (5) Personalization is the ability of a company to provide services that are tailored to the needs of users individually (Puriwat & Tripopsakul, 2017).

A good user experience is defined as a user experience that meets the user's needs with elegance and a product that is a pleasure to use and own. Besides, user experience (UX) is the experience between the user and the system (Berni & Borgianni, 2021). Sari Kujala *et al.* add that memories of a person's experiences will be told to others and influence subsequent behavior. More simply, people who have positive experiences tend to tell positive experiences to others. Likewise, when someone feels disappointed by an experience with a product or service offered, they will not recommend it or even give bad reviews about the product or service to people around them (Wiwesa, 2021). User experience has the following dimensions: (1) Attractiveness describes the appeal of a product, a general description of how attractive or unattractive it is for users to buy the product. (2) Perspicuity, which describes clarity, means that the product must be easy for users to use so that they can get used to the product. (3) Efficiency describes when users use a product quickly and efficiently. (4) Dependability is the extent to which users feel in control of their interactions and how safe and predictable their interactions with the product are. (5) Stimulation is about how users are attracted to using the product and find it enjoyable, which encourages them to use it again. (6) Novelty defines the novelty of innovative and creative product design, and how the product can attract the attention of users (Schrepp, Thomaschewski, & Hinderks, 2017).

A subscription decisions is when a customer chooses to purchase a product after knowing what they need, assessing what they get, and comparing other options (Kotler, Armstrong, & Balasubramanian, 2024). Based on the eCommerce Reporting, Number of 101, the subscription analytics refers to the process of tracking and analyzing data related to subscriptions for a business or service. This can include data on the number of subscribers, subscriber retention rate, revenue from subscriptions, and other metrics (Saras Analytics, 2023). Subscription Decision has the following dimensions (Kotler, Armstrong, & Balasubramanian): (1) Product selection; Consumers have to make decisions when buying goods and other purposes. In such a situation, companies must pay more attention to customers and potential customers who are interested in buying the product, and the choices they consider. (2) Brand selection, with different brands, consumers have to choose and decide which brand they will buy. In this case, the company must know why consumers choose a particular brand. (3) Distributor selection; if a consumer wants to buy a product, there are several factors that make it easy, such as close location, low price, complete inventory, shopping convenience, and spacious location. In this case, the company must know why customers choose a distributor. (4) Purchase time; in this case determining when they buy goods and produce them, then buy them back, in this case the company must know when consumers will buy goods that suit their needs. (5) Purchase quantity; in addition to deciding how much product consumers will buy, they can also decide how much product suits their needs. In this case, the company must know how many products are purchased in one purchase. (6) Payment method; when consumers choose goods or services, companies must know how consumers usually pay with cash or through a bank account.
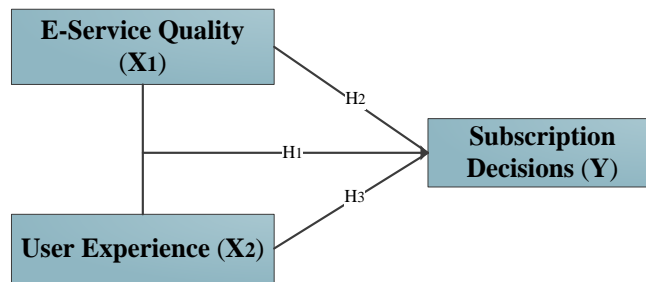
Research Model Proposed

Figure 2. Model Research in this Study (2024)

Research on e-service quality on subscription decisions is based on differences in results from previous studies conducted by (Herdiyani & Suyanto, 2023) which states that e-service quality does not have a significant effect on purchasing decisions. Meanwhile, according to (Ramadan, Muchtar, & Hafid, 2021), e-service quality has a significant effect on purchasing decisions. Research on user experience on subscription decisions is based on differences in results from previous studies conducted by (Harisma, Sidanti, & Kadi, 2022); (Ebrahimabad, Yazdani, Hakim, & Asarian, 2024) which states that user experience has a positive effect on purchasing decisions. Meanwhile, according to (Anshu, Gaur, & Singh, 2022), customer experience does not have a positive effect on repurchase intentions. The research model proposed can draw temporary conclusions or provide the following hypothesis:

H_1 is suspected of significantly rolling e-service quality and user experience simultaneously on the subscription decisions Disney+ Hotstar Video On-Demand Streaming Service
H_2 is suspected of significantly rolling e-service quality on the subscription decisions Disney+ Hotstar Video On-Demand Streaming Service
H_3 is suspected of significantly rolling user experience on the subscription decisions Disney+ Hotstar Video On-Demand Streaming Service

MATERIALS AND METHODS

This research used a causality design, which is a quantitative approach based on survey methods. This kind of design requires the determination of causal relationships concerning certain elements (Salkind, 2010, hal. 124). The study covered from March to June 2024 observation. The focus of this research is domicile in Jakarta City, the object of this research is users who have subscribed to the Disney+ Hotstar application for at least three months.

Measurement of the e-Service Quality (X_1) variable adopted five dimensions with ten indicators: interface design, reliability, responsiveness, trust, and personalization (Puriwat & Tripopsakul, 2017). The measurement of the User Experience (X_2) variable uses six dimensions with twelve indicators: attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty (Schrepp, Thomaschewski, & Hinderks, 2017). The measurement of the Subscription Decisions (Y) variable uses six dimensions with twelve indicators: product selection, brand selection, distributor selection purchase time, purchase quantity, and payment method (Kotler, Armstrong, & Balasubramanian, 2024). All constructs used an ordinal scale for the 'Linkert' category. The Likert scale is managed with a specific gradation from the lowest "1" to the highest "5". Field studies consist of observation techniques, documentation, and questionnaires to collect data using the survey method.

A sample is a representation of a population in terms of its size and composition. Because of this, samples taken from the population must represent it accurately (Andrade, 2020). This study used the purposive sample technique, using benchmarks as described below: (1) Users who have subscribed to Disney+ Hotstar for the past 3 months. (2) Users must be at least and domiciled in Jakarta City (3) having an ability to understand and fill out the questionnaire provided through Whatsapp, Twitter, and Instagram. Based on the criterion above, set at 100 participants of this study with Slovin' formulation.

This investigation begins with data validity and instrument reliability testing for multiple regression analysis, classical assumption testing, and model evaluation, which ultimately culminates in hypothesis testing using the calculation from IBM SPSS *Ver*25 software (Ghozali, 2021), which has its generates that can be equated for specific testing strategies or methodologies, is used for data analysis as a coefficient of F-test, determination test, and t statistical test.

RESULTS

Statistics and Data Analysis
The distribution of respondents as follows:

Table 2. Distribution of Respondents

Category	Total	Percentage	Category	Total	Percentage
Distribution Media			**Domicile**		
- Whatsapp	20 participant		- East Jakarta	39 participant	39 percent
- Twitter	67 participant		- West Jakarta	17 participant	17 percent
- Instagram	22 participant		- Central of Jakarta	12 participant	12 percent
			- South Jakarta	29 participant	29 percent
			- North Jakarta	5 participant	5 percent
Gender			**Monthly Expenditure**		
- Male	12 participant	12 percent	- Below IDR 1 until 2 million	75 participant	75 percent
- Female	88 participant	18 percent	- IDR 2 until 3 million	17 participant	17 percent
			- IDR 3 and Above	8 participant	8 percent
Age			**Watching Hours**		
- 17 until 20 Years Old	16 participant	16 percent	- 3 until 6 times a week	60 participant	60 percent
- 21 until 25 Years Old	82 participant	82 percent	- 7 until 12 times a week	30 participant	30 percent
- 26 until 30 Years Old	1 participant	1 percent	- 13 until 18 times a week	6 participant	6 percent
- 30 Years Old Above	1 participant	1 percent	- 18 times and Above	4 participant	4 percent
Last Education			**Genre**		
- Senior/Vocational High School	79 participant	79 percent	- Romance	30 participant	30 percent
- Diploma	3 participant	3 percent	- Drama	36 participant	36 percent
- Undergraduated	16 participant	16 percent	- Action	28 participant	28 percent
- Other	2 participant	2 percent	- Horror and another	6 participant	6 percent

Source: Author's ellaborate from output program (2024)

Respondent data, including habits regarding the types of films usually watched on the Disney+ Hotstar application, are summarized in Table 2. Data collected from as many as 109 from WhatsApp, Twitter, and Instagram of social media were taken 100 final samples from domiciles spread across 5 districts of Jakarta city. The number of female participants dominated by 88 percent with ages 21-35 years and the last education was senior/vocational high school by 79 percent. The majority of them have an income below IDR 1 to 2 million. It was concluded that their habits of watching lasted between 3 to 12 hours a week with a favorite film genre in the drama category followed by romance and action more than 90 percent.

Table 3. Validity and Reliability Test Results

Variable/ Symbol	Dimenisions	Items	r-stats.	Conclusion of Validity Test Yields	Conclusion of Reliability Test
E-Service Quality 'X₁'	Interface Design	ID.1	0.645	valid, r-count (0.645) is greater than 0.196	reliable, *cronbach's alpha score* (0.828) is more than 0.7
		ID.2	0.648	valid, r-count (0.648) is greater than 0.196	
	Reliability	REL.1	0.665	valid, r-count (0.665) is greater than 0.196	
		REL.2	0.658	valid, r-count (0.658) is greater than 0.196	
	Responsiveness	RES.1	0.675	valid, r-count (0.675) is greater than 0.196	
		RES.2	0.629	valid, r-count (0.629) is greater than 0.196	
	Trust	T.1	0.679	valid, r-count (0.679) is greater than 0.196	
		T.2	0.645	valid, r-count (0.645) is greater than 0.196	
	Personalization	P.1	0.572	valid, r-count (0.572) is greater than 0.196	
		P.2	0.500	valid, r-count (0.500) is greater than 0.196	
User Experience 'X₂'	Attractiveness	ATT.1	0.715	valid, r-count (0.715) is greater than 0.196	reliable, *cronbach's alpha score* (0.879) is more than 0.7
		ATT.2	0.657	valid, r-count (0.657) is greater than 0.196	
	Perpicuity	PER.1	0.613	valid, r-count (0.613) is greater than 0.196	
		PER.2	0.625	valid, r-count (0.625) is greater than 0.196	
	Efficiency	EFF.1	0.773	valid, r-count (0.773) is greater than 0.196	
		EFF.2	0.543	valid, r-count (0.543) is greater than 0.196	
	Dependability	DEP.1	0.680	valid, r-count (0.680) is greater than 0.196	
		DEP.2	0.635	valid, r-count (0.635) is greater than 0.196	
	Stimulation	STI.1	0.712	valid, r-count (0.712) is greater than 0.196	
		STI.2	0.683	valid, r-count (0.683) is greater than 0.196	
	Novelty	NOV.1	0.663	valid, r-count (0.663) is greater than 0.196	
		NOV.2	0.632	valid, r-count (0.632) is greater than 0.196	
Subscription Decisions 'Y'	Product Selection	PS.1	0.663	valid, r-count (0.663) is greater than 0.196	reliable, *cronbach's alpha score* (0.828) is more than 0.7
		PS.2	0.593	valid, r-count (0.593) is greater than 0.196	
	Brand Selection	BS.1	0.671	valid, r-count (0.671) is greater than 0.196	
		BS.2	0.677	valid, r-count (0.677) is greater than 0.196	
	Distributor Selection	DS.1	0.481	valid, r-count (0.481) is greater than 0.196	
		DS.2	0.626	valid, r-count (0.626) is greater than 0.196	
	Purchase Time	PT.1	0.637	valid, r-count (0.637) is greater than 0.196	
		PT.2	0.571	valid, r-count (0.571) is greater than 0.196	
	Purchase Quantity	PQ.1	0.482	valid, r-count (0.482) is greater than 0.196	
		PQ.2	0.637	valid, r-count (0.637) is greater than 0.196	
	Payment Method	PM. 1	0.559	valid, r-count (0.559) is greater than 0.196	

Variable/ Symbol	Dimenisions	Items	r-stats.	Conclusion of Validity Test Yields	Conclusion of Reliability Test
		P. 2	0.492	valid, r-count (0.492) is greater than 0.196	

Source: Author's ellaborate from output program (2024)

Table 3 yield indicates that overall the items on the research variables are e-Service Quality (X_1), User Experience (X_2), and Subscription Decisions (Y) Disney+ Hotstar Video On-Demand Streaming Service obtained a statistical r score significantly more significant than 1.96 (r-table), so the questionnaire items compiled can be declared valid. In addition, the constructed variable also has excellent reliability because it has a Cronbach's alpha value which is much greater than a score of 0.7.

Evaluation of Classical Assumption Testing

This study is possessed with the stages of data normality test, multicollinearity test, autocorrelation test, and heteroscedasticity as recapitulation below:

Table 4. Summary of Classical Assumption Test Results

Testing	Type	Earning Score	Term of Criterion	Conclusion of Test Yields
Data Normality	Kolmogorov-Smirnov Z	0.135	Asymp. Sig. (2-tailed) score must higher than 0.05	Normal, significant score is higher than 0.05
Multicollinearity	Variance Inflation Factors (VIF)	2.310	VIF score must less than 10	No Multicollinearity, the VIF value is less than a score of 10 and the tolerance value is greater than 0.1
	Tolerance	0.433	*Tolerance* score must more than 0.1	
Autocorrelation	Durbin Watson (dW)	1.791	The dW value must be between the dU and (4-dU) scores	No autocorrelation, the dU score is 1.715 and (4-dU score is 2.285) is betwixt than both of range scores

Source: Author's recapitulations of the program (2024)

Figure 3. Scatterplot Heteroscedastisity
Source: Output program (2024)

The data processing results above show that residual scores have a significance level greater than 0.05 (0.135 > 0.05), so it is concluded that the research data is normally distributed. VIF score less than 10 viz. 2.310 with a tolerance score greater than 0.1, there is no multicollinearity. Furthermore, the dW score is between the provisions of dU to 4-dU, meaning that no autocorrelation is found in the regression model in this study. Finally, the points are randomly spread and well distributed on the upper and lower axes of 0 on the Y axis. So the results of the heteroscedasticity test show that there is no heteroscedasticity in this regression model.

Hypothesis Testing

This study uses multiple regression models to evaluate of subscription decisions Disney+ Hotstar video on-demand streaming service linkage by after considering the overall classical assumptions testing.

Table 5. Assessment Model Summary

dF, Observation: 100	Regressions Model for Subscription Decisions			
	Means Square	F-Statistics	Sig	Requirement
2	684.015	55.056	0.000	< 0.05
97	12.424			
99				

Source: Author's recapitulations of the program (2024)

Table 5 shows that the F-statistics of the assessment model summary has a less probability of 0.05, i.e., 0.000. Implicitly, regression models are categorized as "significant" because linkage of Subscription Decisions are involved. It

means that H_1 accepted. As a yield that the several factors—e-service quality and user experience—simultaneously rolling on the subscription decisions Disney+ Hotstar video on-demand streaming service. To determine the extent to which each independent variable in the subscription decisions linkage impact the several variables, the evaluation of the coefficient of determination (R^2) is the initial step in the hypothesis testing procedure.

Table 6. R Square Test Summary

	Determination: R^2 Score
Subscription Decisions (Y)	0.468

Source: Author's recapitulations of the program (2024)

Table 6 shows an R^2 score determination of 0.468 for the regressions model. These findings indicate that 48.8 percent of the linkage of subscription decisions in the regression model can be attributed to e-service quality and user experience. On the other hand, specific factors missed in the study related to the suggested model impacted 51.2 percent of residuals. The R^2 test summary shows that both of them (e-service quality and user experience) achieve an outstanding R^2 rating.

Table 7. t-Test Summary

Independent Variables	Multiple Regression		
	Coefficient (β)	Sig. Probability	Hypothesis Statement
E-Service Quality (X_1)	0.456	0.000	H_2 Accepted
User Experience (X_2)	0.395	0.000	H_3 Accepted

Source: Author's recapitulations of the program (2024)

From Table 7 yield. it means that H_2 and H_3 is 'Accepted'. As a yield that the several factors—e-service quality and user experience—partially rolling on the subscription decisions Disney+ Hotstar video on-demand streaming service.

DISCUSSIONS

A Linkage of Subscription Decisions at Disney+ Hotstar Video On-Demand Streaming Service from empirical evidence, which proves the first hypothesis statements i.e., a significant e-Service Quality and User Experience simultaneously play a role in the Subscription Decisions directly with 46.8 percent contribution. It means that H1 accepted is considered significant. This is reinforced by the brand selection dimension being the most dominant in the subscription decision which has the highest object in the data validity determination coefficient which is then followed by product selection. When consumers have to choose and decide which brand they will buy. In this case, the company must know why consumers choose a particular brand (Kotler, Armstrong, & Balasubramanian, 2024).

The first factor of Subscription Decisions Disney+ Hotstar Video On-Demand Streaming Service—E-Service Quality (X_1) —reach significance levels less than 0.05, based on multiple regression yields that role of Subscription Decisions linkage according to empirical data shown in Table 7. (i.e., 0.000, with 0.456 coefficient). It means that H_2 accepted is considered significant). Therefore, the better the e-service quality of the Disney+ Hotstar application, the more subscription decisions will increase, as of 45.6 percent in this research. This is also reinforced by the services provided at Disney+ Hotstar Video On-Demand Streaming Service application, which is in demand by participants with a favorite film genre in the drama category followed by romance and action more than 90 percent in the results of this study. Based on these findings, which support previous research e-service quality has a significant influence on purchasing decisions by Ramadan *et al*. (2021) study of marketplaces, but does not have a significant effect on purchasing decisions of Netflix services (Herdiyani & Suyanto, 2023). The e-service quality will relate to the extent to which the service site has the features and capabilities necessary to enable customers to engage in activities that include the acquisition, sale, and provision of various products and services, and also to reveal positive and negative aspects that become apparent during user interactions that will become customer assessments.

The next factor of Subscription Decisions Disney+ Hotstar Video On-Demand Streaming Service—User Experience (X_2) —reach significance levels less than 0.05, based on multiple regression yields that role of Subscription Decisions linkage according to empirical data shown in Table 7. (i.e., 0.000, with 0.395 coefficient). It means that H_3 accepted is considered significant). Therefore, the better the user experience of the Disney+ Hotstar application, the more subscription decisions will increase, as of 39.5 percent in this research. This is also reinforced by the services provided at Disney+ Hotstar Video On-Demand Streaming Service application, which is in demand of participants with the majority of respondents spending time watching between 3 to 6 times a week 60 percent in the results of this study. Based on these findings, which support previous research user experience has a significant influence on purchasing decisions by Harisma *et al*. (2022) study of Facebook marketplaces, then Ebrahimabad *et al*. (2024) research as augmented reality versus web-based shopping. Unfortunately, user experience has no significant effect on repurchase intentions of online grocery retailing (Anshu, Gaur, & Singh, 2022). In the information era, it is very easy for people to give reviews as a direct way to judge a product or service offered based on their user experience, regardless of whether the review is positive or negative. Therefore, companies need to understand the daily experience and journey of customers over time is very important for the company. Many businesses have begun to realize how important it is to study user experiences as a source of evaluation and innovation in their efforts to create the best products or services that can meet the needs and desires of their target market.

CONCLUSIONS

This evidence supports based on proven empirical the Subscription Decisions from several factors, i.e., the significance of e-Service Quality and User Experience of Disney+ Hotstar Video On-Demand Streaming service application, with forty-six point eight percent both of them contributing components in this study. Hereafter, each e-Service Quality and User Experience factoring to influence the subscription decisions partially at Video On-Demand Streaming Service of Disney+Hotstar as significantly. The study's findings serve in-depth information for provider applications, especially Disney+ Hotstar in Indonesia to sustain by continuing to display film recommendations via the search icon and continuing to provide the latest films and series. However, this study is a subtle scope because it only focuses on Disney+ Hotstar Video On-Demand Streaming service application customers with coverage in only one city, although it is the capital city. In addition, there are still many Video On-Demand Streaming service applications that are potential competitors in the channel and film industry. This study recommended that understanding customer consumption patterns is important, as well as scheduling favorite films seasonally based on the amount of time spent on favorite genres/films and conducting surveys as often as possible with customers. Hereinafter, Disney+ Hotstar Company must input in dealing with problems faced by users to customer service to deal with user problems more quickly and provide appropriate solutions to problems, to also improve positive experiences and provide positive reviews of the Disney+ Hotstar application. Finally, to more accurately assess the overall linkage of subscription decisions from another factor, can add variables such as features of social media, easiness, trust, brand awareness in future research, and other antecedents.

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