

Intention To Use Netflix In Indonesia: A Modified Technology Acceptance Model

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Abstract: A growing number of Indonesians are using Over the Top (OTT) technology to stream TV shows and movies. Netflix is one of the most well-known OTT television providers with over 900,000 subscribers in Indonesia. The purpose of this study is to determine the factors influencing Indonesians' intention to use Netflix. The study was conducted via an online survey that distributed 150 questionnaires. An enhanced Technology Acceptance Model (TAM) with facilitating conditions as the external component was constructed to serve as the conceptual foundation for this study. The suggested model was quantified and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. The findings indicate that the proposed scale based on TAM successfully explained the factors associated with Netflix use among Indonesian users. The results revealed a statistically significant relationship between the items. Only one hypothesis was found to be statistically insignificant, and that was the relationship between perceived usefulness and intention to use. The findings have a number of practical and theoretical ramifications in the future.

Keywords: intention to use, Netflix, TAM, OTT Indonesia, SVOD, entertainment.

I. INTRODUCTION

The rapid advancement of Internet technology has fundamentally altered how people obtain information and shifted consumer behavior away from traditional and towards digital means (Xu et al., 2021). This advancement in information technology has resulted in the growth of numerous Over-the-Top (OTT) streaming platforms, which have accelerated the integration of entertainment consumption. According to Gonçalves *et al.* (2014), YouTube, a free-of-charge video-sharing website that was launched in 2005, was the first OTT service to gain traction in the market. Since then, the society has begun to become acquainted with such a service. As a result of the Internet's influence on technological advancements, broadcasting has been transformed. The analog to digital conversion has resulted in numerous changes to broadcast media, including television and radio. Traditional television, smart television, portable electronic devices

(gadgets), laptops, and personal computers (PCs) are all examples of receiver devices that are diversifying.

Netflix, a service pioneer, began as a DVD rental business before debuting its on-demand video streaming service in 2007. In 2021, it established itself as a premium video on demand (VOD) provider and began acquiring local content creators in order to disrupt the worldwide market. By the second quarter of 2020, this well-known American distributor of global video content had 192.95 million paid streaming users globally, including Indonesia (Statista, 2021). Between April and June 2020, the novel coronavirus curtailed social life in a number of nations, including Indonesia, which added 7.2 million Netflix users (Zeitchik, 2020).

Indonesia is Southeast Asia's most populous country, with a population of over 270 million people (Badan Pusat Statistik, 2021). The number of Internet users in the second quartile of 2020 in Indonesia was 196.7 million, a rise of 8.9% compared to the previous year, when the number of users had

reached 72.8% of the total population of Indonesia (APJII, 2020). The increase in the number of users is partly due to the COVID-19 pandemic, which has caused an increase in Internet use to support a number of activities that are practically carried out at home, whether working, studying, or enjoying entertainment. In the entertainment sector, APJII (2020) data shows that online video usage has the largest access to entertainment with 49.3%, followed by online games with 16.5% and online music with 15.3%. JAKPAT Survey (2019) found that the degree of audience satisfaction with digital material through OTT platforms is higher than that of national television. There is higher satisfaction with YouTube, followed by Subscription Video on Demand (SVOD), and national television.

Netflix began offering SVOD streaming to the Indonesian market in January 2016. From 2016 to 2020, the country's largest telecommunications company, and its subsidiaries, including home Internet providers and mobile carriers, blocked its service upon entry (Mulia, 2020). Despite the initial issue, its subscriber numbers have experienced rapid growth over the years. According to Statista (2020), by the fourth quarter of 2020, Netflix active streaming subscribers in Indonesia grew 103% from its number in 2019, which at the time was four times the number of its subscribers in its first year of entering the country.

SVOD refers to a subcategory of Internet Protocol Television (IPTV). SVOD is a delivery system that makes a wide variety of content available for viewing via an Internet connection, including television shows, film series, feature films, and documentaries (Mirabito & Morgenstern, 2004). When it comes to this type of service, Indonesians frequently prefer SVOD services. According to Boulay (2018), the percentage of Indonesians who subscribe to SVOD services exceeds 17 percent of the country's total population of 270 million people. As of this writing, Netflix continues to be the world's most popular subscription SVOD service, followed by Amazon Prime Video (Shaw, 2021). Netflix is a subscription streaming service and production business based in the United States that provides access to a collection of films and television series. Netflix has approximately 214 million subscribers worldwide, across over 190 countries, as of October 2021 (Netflix, 2021). Netflix entered the Indonesian market in January 2015 as an official player (Detiknet, 2016).

The study adapted the Technology Acceptance Model (TAM) to better understand the relationships between exogenous and endogenous constructs (Sukendro, 2020). Most of the studies that apply TAM are more focused on online platforms and online shops (Al-Rahmi et al., 2019; Ambarwati et al., 2020; Malik et al., 2017; Mohammadi, 2015), but there are still few studies conducted to learn about the entertainment industry (Auditya & Hidayat, 2021; Indrawati & Haryoto, 2015), such as Netflix. In its application, SVOD, like Netflix, requires sophisticated Internet support, where Indonesia is currently still catching up with the distribution of Internet networks throughout its territory. The World Bank said that while digital Internet access in Indonesia is still very widespread, it is proven that 49 percent of the adult population in Indonesia still does not have access to the Internet (Ulya, 2021). In contrast with that, Netflix users in Indonesia have increased from year to year, especially since the COVID-19

pandemic (Fauzia, 2021). Therefore, the focus of this research is on the external factors that influence user intention when using technology, which is the main supporting facility to encourage users' intention to use Netflix in Indonesia.

The TAM model is modified in this research by the addition of an external variable, facilitating conditions, as a factor influencing perceived usefulness and the perceived ease of use. The research defines facilitating conditions as customers' perceptions of Netflix's organizational and technical resources.

Finally, knowing about the intention behavior of the people in Indonesia related to entertainment can provide a better understanding, especially when the COVID-19 pandemic spread. The number of Netflix users in Indonesia increased to 850,000 subscribers in mid-January 2021 (Media Partners Asia, 2021). Thus, it can be used by other entertainment industries (i.e., games, music) to get benefits by knowing about Indonesian customers' intention behavior.

II. LITERATURE REVIEW

NETFLIX AS AN OTT PLATFORM

OTT is a term used globally to describe video streaming content services that are accessed via a high-speed Internet connection on smart devices as well as through traditional distribution methods such as cable, direct-to-home (DTH), and cinema (Patel et al., 2020). OTT platforms are driving the shift in the way people listen to audio and watch video content. According to APJII (2020), OTT platforms leverage the Internet to deliver information and value to users. OTT platforms allow material to be delivered directly to the Internet, rather than through an Internet Service Provider. Thanks to this, OTT platform customers may now access content on a variety of devices. Another characteristic of OTT (Khanh, 2020) is the recommendation engine. It helps viewers quickly locate what they are looking for via a recommendation. Three types of OTT services are available. SVOD, or OTT television, is the first. Firms such as Netflix, Amazon Prime, and Disney+ serve as examples of this sort of service. There are also OTT messaging and voice calling services that fall under the second category. It may be characterized as a third-party service that provides instant messaging and voice calling as an alternative to standard SMS. WhatsApp, Line, and Zoom are the most popular brands for this form of messaging. OTT music, or music streaming, is the final type of OTT platform. Spotify and YouTube Music are two examples of this sort of service (Technavio, 2019). OTT television or SVOD will be the subject of this research.

SUBSCRIPTION VIDEO ON DEMAND (SVOD): TAM PERSPECTIVES

Some researchers have mentioned the subscription intention of SVOD and used TAM as a basis for the theoretical framework by showing the link between attitude and intended behavior in studies on technology adoption (Cebeci et al., 2019; Ramírez-Correa et al., 2018). Davis (1989) established TAM as a term used to describe consumer

attitudes toward specific technologies, emphasizing the connection between those attitudes and the intention to use those technologies. Extending and developing the theoretical framework of the Theory of Reasoned Action (TRA) has resulted in correlations between aspects that explain human behavior when accepting and using information systems (Davis, 1989). According to Khanh (2020), in their research using TAM, users' attitudes, intentions, and actual usage are all linked to two essential variables: perceived usefulness and the perceived ease of use. TAM looks at the influence of external circumstances on people's beliefs, attitudes, and intentions to forecast their future behavior as well as explain the causes of their acceptance or rejection (backward-looking). In addition, the focus of this research is on investigating Netflix's usability from a user's point of view. Therefore, this study employs TAM and hypothesizes that two main beliefs, perceived usefulness and the perceived ease of use, are factors in user adoption of information systems (Davis, 1986).

FACILITATING CONDITIONS

Circumstances that make it easier for people to utilize technology are known as "facilitating conditions" (Alwahaishi & Snáe, 2013). In terms of technology, "facilitating conditions" refer to how comfortable an individual is with the current organizational and technological infrastructure. In contrast, Neslin and Shankar (2009) found that people can use technology only if they have access to appropriate resources and assistance. It may be described as the user's impressions of what resources and assistance are available to them to carry out a certain action (Venkatesh et al., 2012). OTT video streaming services benefit from a well-supported technical infrastructure (Malewar & Bajaj, 2020). For Netflix to function correctly, users need a computer, a smartphone, or a smart TV with an Internet connection that is fast enough. To gauge how many users rely on Netflix's capacity to satisfy their demands, the facilitating conditions variable is used. This study used an extended factor of facilitating conditions to predict how useful and easy it was to use. In addition to the core TAM-based construct, it is the only external variable that is presented. Users in Indonesia feel that organizational and technological resources are available to facilitate the adoption of Netflix services. Facilitating conditions are thought to be linked to how easy it is to use and how beneficial it is. Preliminary research has shown a significant link between the perceived ease of technology integration and facilitating conditions (Muhaimin et al., 2019; Nikou & Ecomides, 2017). Furthermore, Chen and Aklirikou (2019) as well as Teo (2011) discovered that facilitating conditions play an important role in predicting perceived usefulness. Thus, this study proposes the following hypothesis:

H1. Facilitating conditions have a significant effect on the perceived ease of use.

H2. Facilitating conditions have a significant effect on perceived usefulness.

PERCEIVED EASE OF USE

TAM asserts that the perceived ease of use has an effect on perceived usefulness and attitude (Davis et al., 1989). Any

technology that is difficult to use cannot be considered beneficial (Park et al., 2014). It is due to the perception that it is a waste of time (Davis et al., 1989). Additionally, users do not have a favorable opinion of it. Having an alternative to this time-consuming technology that produces the same outcome with less effort is desired. Specifically, it is asserted that technology that is simple to use will be adopted more easily than other technologies when all other variables are equal (Davis, 1989). Perceived ease of use refers to the extent to which users believe a system's use will be effortless (Davis, 1989). Thus, according to Chen and Teng (2013), a system's ease of use increases with its ease of learning and operation. One of the TAM interactions is the positive correlation between the perceived ease of use and perceived usefulness. This reveals a direct relationship between the perceived ease of use and perceived usefulness. The perceived ease of use, as one of the major variables in the original TAM, is defined as the degree to which users believe that using Netflix would be simple. It was predicted that it would be able to predict attitudes and perceptions of usefulness. In previous studies (Al-Rahmi et al., 2019; Sukendro et al., 2020), perceived ease of use was found to significantly predict perceived usefulness for technology integration. One of the exogenous factors that predicted the perceived usefulness of e-learning in teaching in earlier studies (Mohammadi, 2015; Ramirez-Correa et al., 2015) was shown to be significant. It was also revealed that perceived ease of use had a significant impact on attitudes (Buabeng-Andoh et al., 2019; Muhaimin et al., 2019). Based on this discussion, this research proposes the following hypotheses:

H3. The perceived ease of use has a significant effect on perceived usefulness.

H4. The perceived ease of use has a significant effect on users' attitudes.

PERCEIVED USEFULNESS

People's perceptions of a certain technology and its ability to efficiently improve the execution of a specific task are examined in terms of its perceived usefulness (Chin & Goh, 2017). Perceived usefulness is a critical variable in TAM because it helps explain behavioral intention. It is described as "a person's belief that implementing a certain system will improve his or her job performance" (Davis, 1989). Users in Indonesia are said to have a strong belief that using Netflix will improve their ability to be entertained. When it comes to Netflix's perceived usefulness, the correlation between attitude and intention to utilize Netflix was predicted. Perceived usefulness has a positive association and is a crucial predictor of attitude, as demonstrated by Buabeng-Andoh et al. (2019) and Muhaimin et al. (2019). Mohammadi (2015) and Ramirez-Correa et al. (2015) found that perceived usefulness and the intention to use online environments are strongly linked and have a positive relationship. As a result, this research proposes the following hypotheses:

H5. Perceived usefulness has a significant effect on users' attitudes.

H6. Perceived usefulness has a significant effect on users' intention to use.

ATTITUDE

According to Ha and Janda (2014), a person’s attitude is influenced by what people think and feel about an object, situation, or person. Additionally, attitude refers to an individual’s opinion of good or bad behavior (Chin & Goh, 2017). When an individual has a more favorable attitude, they are more likely to engage in the behavior (Chin & Goh, 2017). That is, a person’s views influence their behavioral intentions, which in turn influences their actual behavior while interacting with a product (Celik & Yilmaz, 2011). A favorable attitude toward system utilization will result in a desire to employ such systems (Lengyel, 2021). In this study, attitudes are reflected through the behavior of people in Indonesia using Netflix. The hypothesis was that attitude had a substantial influence on behavioral intention (Lengyel, 2021). Mohammadi (2015) and Muhaimin *et al.* (2019) claim that people are more likely to use technology if they engage in more specific behaviors associated with it. Thus, this study proposes the following hypothesis:

H7. Attitude has a significant effect on the intention to use.

INTENTION TO USE

The term “behavioral intention” refers to a person’s future intention to use technology (Budu *et al.*, 2018; Venkatesh *et al.*, 2012). Individuals’ behavioral intentions to utilize new technology are critical in determining whether or not they will actually use technology (Davis, 1989). New technology adoption is more likely to occur if the user has access to a supportive environment (Threecownon, 2020). For diagnostic purposes, the expected behavior is closely linked to the actual conduct. As a result, managers may use behavioral intentions to determine whether consumers will stay or leave the firm. A relationship’s quality has a tremendous impact on both parties’ feelings and actions (Tran, 2020). According to prior studies (Al-Rahmi *et al.*, 2019), the influence of behavioral goals on future technology use is diminished by frequent use of technology.

FRAMEWORK

An extended TAM-based framework was proposed to investigate factors related with the intention to use Netflix in Indonesia. Fig. 1 depicts the proposed framework, which includes seven hypotheses.

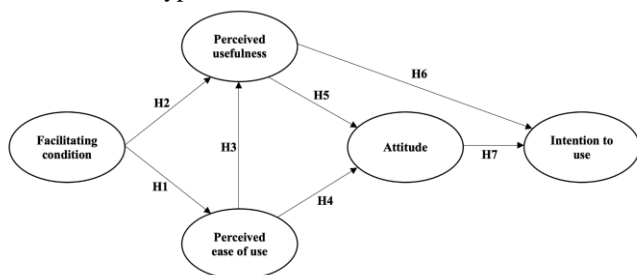


Figure 1: Research Framework

III. METHODOLOGY

A quantitative approach was applied to answer the objective of this research. In terms of lower costs, faster responses, and broader geographical scope, online surveys have a major benefit compared with other methods (Ilieva *et al.*, 2002). Therefore, the data gathered in this study was through online-distributed questionnaires through Google Form. As a result, the research was conducted in various locations where the respondents were. The population in this study consisted of consumers of all ranges of ages who had recently used Netflix.

The sampling method used for this study was non-probability (convenience sampling method). According to Hair *et al.* (2010, p. 102), a minimum sample size of at least five times the number of variables to be evaluated should be used. Based on that, the number of minimum samples in this study was 150 respondents. Following a literature review and content validity adjustment, the researchers developed a seven-point Likert scale questionnaire (1 = strongly disagree to 7 = strongly agree). The first part of the questionnaire was about the facilitating conditions, consisting of 5 questions (Fernández-Robin *et al.*, 2019; Threecownon, 2020). The second part of the questionnaire measured the perceived ease of use, consisting of 5 questions (Chin & Goh, 2017; Natarajan *et al.* 2017; Peña-García *et al.* 2020; Salem & Nor, 2020). The third part of the questionnaire measured perceived usefulness, consisting of 5 questions (Camilleri & Falzon, 2020; Lengyel, 2021). The fourth part of the questionnaire was about attitude, containing of 3 questions (Chin & Goh, 2017). The fifth part of the questionnaire dealt with the intention to use, comprised of 3 questions (Fernández-Robin *et al.*, 2019). The final section of the questionnaire included questions about the participants’ socio-demographic characteristics (age, gender, income, marital status, the level of education, occupation, the frequency of using Netflix, and frequently used devices). Structural Equation Modeling (SEM) was employed using SmartPLS 3.0 software to assess the research model. Data was collected in November 2021. The questionnaire was prepared bilingually (English and Bahasa Indonesia).

IV. RESULTS & DISCUSSION

SAMPLE

The socio-demographic features of the 150 participants are given in Table 1. The results indicated there was a large majority of female respondents (54%, N=81). Most of the respondents were in the age group of 26 to 35 years old (54.67%, N=82). Of all the respondents, the most were those with monthly incomes below 4.4 million rupiah (30.67%, N=46). Most of the respondents were single (70.67%, N=106). The majority of the respondents had a bachelor’s degree (68.567%, N=103) and were self-employed (63.33%, N=95). Among the sample, 40.9% stated that they used Netflix anytime they felt bored; 31% stated that they used it several times a week; and 26% stated that they used it daily. There was a strong preference for watching Netflix on a smartphone

(67.4%), followed by a laptop or personal computer, a smart TV, and a tablet.

Item		n	%
Gender	Male	65	43.33%
	Female	81	54.00%
	Prefer not to be specified	4	2.67%
Age	15-25 years	61	40.67%
	26-35 years	82	54.67%
	36-45 years	6	4.00%
	46 and over	1	0.67%
Monthly income (Rp)	Under 4,400,000	46	30.67%
	4,400,001 – 10,000,000	43	28.67%
	10,000,001 – 20,000,000	35	23.33%
	20,000,000 and above	26	17.33%
Marital status	Single	106	70.67%
	Married	40	26.67%
	Widowed / divorced	4	2.67%
Level of education	High school or lower	23	15.33%
	Diploma	9	6.00%
	Bachelor's degree	103	68.67%
	Master's / doctorate degree	5	10.00%
Occupation	Student	42	28.00%
	Unemployed	5	3.33%
	Self-employed	95	63.33%
	Government employed	5	3.33%
	Retired	3	2.00%

Table 1: Socio-demographic Profile of the Respondents

MEASUREMENT MODEL

The validity and reliability of the questions were verified through a series of analyses. To determine each construct's internal consistency, the Cronbach's alpha and composite reliability (CR) were calculated. For the factor to be considered adequate, Cronbach's Alpha must be greater than 0.7, and the composite reliability (CR) of all models must also be greater than 0.6 (Hair et al., 2011). As indicated in Table 2, all factors' Cronbach's Alpha values exceeded 0.7, and all composite reliability values exceeded 0.6. The results of Cronbach's Alpha indicated the reliability of variables were from 0.830 to 0.926, and the results of the composite reliability were from 0.882 to 0.952. As a result of these findings, it appears that the combination of convergent reliability was acceptable.

In terms of validity, Hair et al. (2014) stated that the average variance extracted (AVE) needs to be greater than 0.5 in order to demonstrate adequate convergent validity. The results from Table 2 indicated that the items were within the recommended range. The data indicated the range of AVE was from 0.605 to 0.869, and it supported the validity of the items.

Item	Cronbach's Alpha	CR	AVE
Facilitating Condition	0.830	0.882	0.605
Perceived ease of use	0.926	0.945	0.774
Perceived usefulness	0.851	0.895	0.635
Attitude	0.925	0.952	0.869
Intention to use	0.905	0.940	0.840

Table 2: PLS Results of the Reliability and Validity Measurements

STRUCTURAL MODEL

Path coefficients are used to evaluate the structural model to see if the hypothesis is supported or not. When p-values are more than 0.5, the hypothesis is rejected; however, when p-values are less than 0.5, it is not rejected (Teo et al., 2015). As indicated in Table 3, the results reveal that H1 (facilitating condition -> perceived ease of use), H2 (facilitating condition -> perceived usefulness), H3 (perceived ease of use -> perceived usefulness), H4 (perceived ease of use -> attitude), H5 (perceived usefulness -> attitude), and H7 (attitude -> intention to use) were supported since their p-values were less than 0.5; however, H6 (perceived usefulness -> intention to use) was not supported, since the p-value was more than 0.5.

Item	β	S.D.	t-value	p-val.	
FC -> PEOU	0.833	0.066	12.624	0.000	Supported
FC -> PU	0.347	0.108	3.196	0.001	Supported
PEOU -> PU	0.433	0.111	3.898	0.000	Supported
PEOU -> ATT	0.373	0.120	3.101	0.002	Supported
PU -> ATT	0.444	0.081	5.469	0.000	Supported
PU -> ITU	0.131	0.105	1.238	0.216	Not supported
ATT -> ITU	0.744	0.106	7.043	0.000	Supported

Table 3: Path Coefficient

There is a strong correlation between the facilitating conditions and perceived ease of use, according to hypothesis 1. Fig. 2 shows that there is a statistically significant correlation between the variables in H1. Previous studies (Muhaimin et al., 2019; Nikou & Ecomides, 2017) found that the perceived ease of technology use was influenced by facilitating conditions. This can be seen in how Netflix users require organizational and technological resources to facilitate the adoption of Netflix services and make them run smoothly.

According to H2, there is a significant correlation between perceived usefulness and facilitating conditions. As shown in Fig. 2, there is a significant correlation between the variables in H2. This is in line with Chen and Aklikokou (2019) as well as Teo (2011), who said that facilitating conditions have an influence on the perceived usefulness of the technology. People are more likely to use technology if they are in a conducive environment. As a result, people can only benefit from technology if they have access to appropriate resources and assistance. A more accurate description would be the Indonesian Netflix user's perceptions of the resources and assistance available to them in order to use Netflix. Netflix enjoys the benefits of a technological infrastructure that is well-supported. It is necessary for Netflix to function properly for users to have access to either a computer, smartphone, or smart TV with an Internet connection that is fast enough. Users in Indonesia believe that technological resources are available to them to make the adoption of Netflix services more convenient for themselves. The ease with which it can be used is one of the facilitating conditions.

According to H3, there is a correlation between the perceived ease of use and perceived usefulness. Fig. 2 displays that there is a statistically significant correlation between the variables in H2. Al-Rahmi et al. (2019) and Sukendro et al. (2020) found that perceived ease of use is a significant predictor of perceived technology integration usefulness. The reason that the perceived ease of use has an effect on attitudes towards use is because Netflix uses adaptive user interface

features that function to adjust the user interface in a way that injects a positive attitude towards the platform.

H4 proposed a significant relationship between the perceived ease of use and attitude. The results shown in Fig. 2 support this hypothesis, as there is a significant relationship between the variables in H4. This is in line with Buabeng-Andoh et al. (2019) and Muhaimin et al. (2019), who said that perceived ease of use has a significant impact on attitudes towards technology. As Davis (1989) wrote that technology that is simple to use will be adopted more easily than other technologies. Also, Chen and Teng (2013) found that a system's ease of use increases with its ease of learning and operation. As a result, Netflix users find it simple to learn the operating system and follow uncomplicated instructions for use, which enables individual users to use Netflix without requiring assistance from others, all of which encourages users to continue using Netflix.

According to H5, there is a link between perceived usefulness and attitude. A significant correlation exists between the H5 variables, which supports this hypothesis, as shown in Fig. 2. This is in line with Buabeng-Andoh et al. (2019) and Muhaimin et al. (2019), who stated that perceived usefulness has a significant impact on attitudes towards technology. A person's belief that implementing a particular system will improve his or her job performance is a form of motivation (Davis, 1989). According to findings, Netflix users in Indonesia have a strong belief that using Netflix will improve their ability to be entertained more frequently. This stems from the wide range of films that are available to watch according to user preferences, and which can be accessed easily from any location at any time.

In H7, it was proposed that attitude has a significant relationship with the intention to use. This hypothesis is supported by the results shown in Fig. 2, as there is a significant relationship between the variables in H7. This is supported by Mohammadi (2015) and Muhaimin et al. (2019), who discovered that when the degree of a specific behavior connected with technology use is greater, the intention to use the technology is also greater. What people think and feel about an object, a situation, or a person has an impact on a person's attitude toward that object, situation, or person (Ha & Janda, 2014). Additionally, attitude can be defined as an individual's judgment of what constitutes good or bad behavior. Individuals who have a positive attitude toward the behavior are therefore more likely to engage in it (Chin & Goh, 2017). It is likely that having a positive attitude toward Netflix usage will result in a desire to use it. In this study, attitudes are reflected through the behavior of people in Indonesia using Netflix. Indonesian Netflix users have a proclivity to use Netflix frequently in their daily lives and in the foreseeable future.

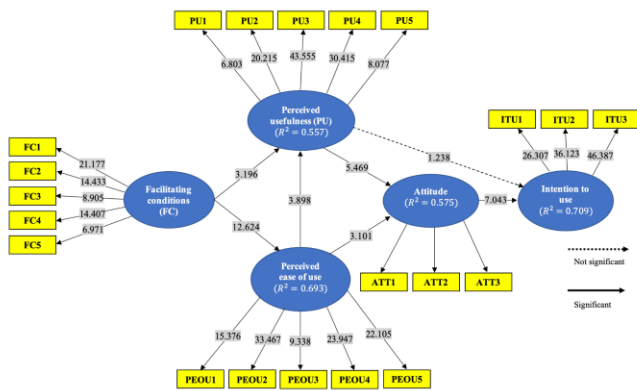


Figure 2: Research Framework

However, the results showed that the perceived usefulness exceeded the expected boundaries, as measured by a path coefficient of 1.238 ($p = 0.216$), which has no significant impact on users' intentions to use Netflix. H6 is not supported as a result of this research. The results are in contrast to what Mohamadi (2015) and Ramirez-Correa *et al.* (2015) found. While it is reasonable to expect that perceived usefulness will lead to a more positive attitude, this relationship was not observed in the specific case of the intention to use Netflix in Indonesia, possibly because users do not perceive the system as useful enough to suggest their preferred content, which would in turn lead to perceived usefulness. According to this research, perceived usefulness, which does not have a significant impact on the intention to use Netflix, can be caused by the fact that users' reasons for using Netflix can be solely based on content requirements or following trends, and the user disregards features that are available on the platform. However, as users' awareness of the handling of their personal data by web-based companies grows, it is expected that the source of recommendation will have a greater impact on the perceived usefulness of a recommendation in the future.

V. CONCLUSION

In order to better understand how technology is being used on online platforms and in online shops, TAM has been widely implemented (Al-Rahmi *et al.*, 2019; Ambarwati *et al.*, 2020; Malik *et al.*, 2017; Mohammadi, 2015). However, only a few studies were investigated and conducted in order to learn more about the entertainment industry in general (Auditya & Hidayat, 2021; Indrawati & Haryoto, 2015).

This research aims to evaluate the significant relations between facilitating conditions, perceived usefulness, and perceived ease of use, to attitude (mediating variables) on customers' intention to use them, using SEM-PLS. Using the modified TAM theory, this research examined how Netflix is accepted by consumers. Facilitating conditions, the perceived ease of use, and attitude, which significantly influence customers' intention to use Netflix, have been confirmed. Meanwhile, perceived usefulness has an insignificant influence in the intention to use it. Facilitating conditions and the perceived ease of use appeared to be the factors that influenced intention to use significantly. This finding indicates that organizational and technical resources, as well as

simplicity and time-saving usage, are seen to be important in the use of SVOD technology.

PRACTICAL IMPLICATIONS

These findings can be derived from a number of managerial and business implications. Based on the research results gained, there are some findings for companies in the entertainment industry that can be used to keep influencing the intention to use entertainment technology. If the technology application is easy-to-use and user-friendly in its features, its customers tend to have a positive attitude. Therefore, OTT platforms need to maintain their platform and service performance. Reviewing the user interface or user experience constantly might help keep up with this purpose. One other factor that influences the attitude towards using entertainment technology is the facilitating conditions. In the case of Netflix, they can translate this into action by making their platform available for more devices. Keeping clear instructions on how the platform works will also serve this factor. In addition, this study can function to help marketers and the entertainment industry to design better marketing strategies and improve their brands' attractiveness to encourage an intention to use their technology and service. The study's findings can aid online marketers who want to reach existing and new consumers by developing an effective and efficient OTT platform system that provides ease for them.

THEORETICAL IMPLICATIONS

The framework used in this study can help academicians learn the concept of customers' intentions. The current study adds to the body of academic knowledge by providing new insights into the intentions and behaviors of Indonesians when it comes to entertainment, and it also provides important guidance for future studies in this area. In addition, this study contributes to the existing body of knowledge regarding facilitating conditions, the perceived ease of use, perceived usefulness, attitude, and intention to use in the entertainment industry. This study discovered new findings that contribute to the literature, such as the finding that perceived usefulness does not influence people's intentions to participate in this type of entertainment. Previous studies found that perceived usefulness did influence people's intentions to participate in this entertainment, but our study discovered that perceived usefulness does not influence people's intentions to participate in this entertainment. As a result, this is a novel contribution to the literature that this study has made.

LIMITATIONS

Despite the fact that this research demonstrates the availability of statistical support, it has some limitations. Because the majority of respondents in this study came from the Jakarta region, additional respondents from diverse areas will be required for future studies. Due to the fact that this study was conducted using quantitative methods, it was unable to obtain in-depth information about the client intentions; consequently, qualitative research will be required in the future to gain a more comprehensive understanding of

customer behavior. Since this study used convenience sampling, the results cannot be extended to the entire population of people. These research results suggest that future studies should use other methods of sampling in order to make the findings more generalizable to the entire population of people.

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