

Factors influencing young Indonesian consumer's online utilization intention case study: Effect of technology acceptance, electronic word of mouth, and price setting on university of Lampung student's purchase intention of Netflix streaming service

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ABSTRACT

The purpose of this study is to investigate the factors that influence young consumers' intentions to subscribe to Netflix. While previous research has looked at the factors that influence subscription intention in the context of other online entertainment platforms, there has been a lack of research that looks specifically at the factors that influence Netflix subscription intention among young adults. Therefore this research aims to fill the research gap by exploring possible factors influencing young Indonesian consumers' online utilization intention. This research intends to determine whether there is an effect of technology acceptance, electronic word of mouth, and price setting on the University of Lampung students' intention to subscribe to Netflix. This research was quantitatively conducted, and samples are 107 active students of the University of Lampung gathered through questionnaires. This research applies the IBM SPSS testing design to implement this objective. The multiple linear regression analysis is used as the method of this research. The statistical results after the hypothesis testing show that each variable, namely: technology acceptance, electronic word of mouth, and price setting, has a p-value < alpha (5%). This means that hypotheses one, two, and three are valid, and it can be concluded that young consumers' Netflix subscription intention is positively influenced by technology acceptance, electronic word-of-mouth, and pricing. Price setting has the most significant impact, followed by technology acceptance and electronic word-of-mouth. Netflix can adopt this research to make decisions that will increase the number of subscribers and reduce the number of unsubscribing customers by focusing on technological features and experience, content offerings, and pricing packages.

KEYWORDS

Netflix; Technology Acceptance; Electronic Word of Mouth; Price; Online Utilization Intention

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Introduction

The development of technology, especially the Internet, has improved the way we do business. Today, most services are offered through websites or apps because they are much more suitable and convenient for customers. This business transformation enabled faster and cheaper services, and companies had to adapt to changes to meet customer demands (Au-Yong-Oliveira, Marinheiro, and Costa Tavares 2020). Digital technology has significantly reduced the fixed costs of producing, distributing, and promoting cultural property. The result is a huge increase in products being manufactured and offered to consumers. Since the early 2000s, the number of new songs, new movies, new TV shows, and new books released each year has more than doubled, resulting in a substantial increase in welfare (Waldfogel 2017).

The diverse use of the Internet is currently driving changes in Indonesia's way of consuming digital media. Including their consumption of TV shows. According to Jakpat in 2019, most Indonesians prefer to watch TV programs through online platforms such as Youtube and video on demand rather than national television. Video-on-demand users in Indonesia are said to be increasing every year. With video on demand, they can watch any movie or TV series they like at any time without obsessing over time and place (JAKPAT 2019).

A research by Popolix in 2022 stated that Netflix is the application most frequently used by video-on-demand users in Indonesia (Popolix 2022). Moreover, Netflix is now the most popular develop over-the-top (OTT) streaming service all over the world (Cebeci, Ince, and Turkcan 2019). By 2020, Indonesia's Netflix subscribers are estimated to reach 907,000. This amount is related to streaming subscribers and individual billable customer accounts (Jayani and Widowati 2019).

Based on 2019 data, students and young consumers aged 18 to 25 are leveraging Internet development compared to their predecessors, with up to 28% of internet activity being done to access streaming services (Pratama, Iqbal, and Tarigan 2019). Purchase intent may change as a result of price or perceived value. In addition, consumers are influenced by internal and external motivations during the purchasing process (Gogoi 2013).

Literature review

Technology Acceptance and Online Utilization Intention

A survey of 27,864 undergraduate students from 103 two- and four-year colleges found that most students today are "digital natives" who grew up with technology (Caruso and Salaway 2007). Students who are accustomed to modern technology are involved in using the technology for both learning and entertainment (Costley 2014). A study by Ufuk Cebeci (2019) presented an empirically tested model that demonstrates the determinants of intention to use Netflix. Survey results show that people who can use Netflix and other new technologies on a self-efficacy basis do so without problems (Cebeci, Ince, and Turkcan 2019). Furthermore, people with knowledge of a specific thing important to factor to perceive it as user-friendly and beneficial (Cebeci, Ince, and Turkcan 2019). Another previous research by Kim et al. (2010) stated that users with a high level of knowledge about a specific thing such as using a mobile phone perceive it as easy to use and are more aware of its benefits (Kim, Mirusmonov, and Lee 2010). Therefore, it is hypothesized that:

H1: Technology acceptance affects online utilization intention positively.

Electronic Word of Mouth and Online Utilization Intention

Electronic word-of-mouth can be seen as a powerful form of communication in the social sciences that has enabled a power shift from business to consumer (Reyes-Menendez, Saura, and Martinez-Navalon 2019). Most recently, according to the research by Dorothy Rouly RH Panjaitan, she proved that eWOM affects the online utilization intention positively of 100 Bandar Lampung Residents to Spotify Premium (Pandjaitan et al. 2022). Before that, by hiring 350 Malaysian consumers of digital products, Rahman et al. (2020) effectively shows that virtual word-of-mouth has a positive impact on online purchase intentions (Rahman et al. 2020). In addition, this evidence is supported by Mahmud et al. (2020) surveyed 218 respondents in Bangladesh using Facebook and LinkedIn (Mahmud et al. 2020). Shortly before, Nuseir (2019) interviewed 405 people in Abu Dhabi, Dubai, Al Ain, and Sharjah in the United Arab Emirates. He found that the e-word of mouth had a positive impact on this intent (Nuseir 2019). Therefore, it is hypothesized that:

H2: Electronic Word of Mouth affects online utilization intention positively

Price Setting and Online Utilization Intention

Previous studies have shown that several factors such as price, product, and service quality are important in the customer's purchasing decision process (Giovanis, Tomaras, and Zondiros 2013). In the research of Nainggolan and Hidayet (2020), he proves that price fairness shows a positive and significant effect on customer satisfaction with iPhone purchases (Nainggolan and Hidayet 2020). Meanwhile, research by Mirabi (2015) studied factors affecting customers' purchase intention. Price was one of the factors investigated, but it is justified that the price of products in the company related is high, thus the price can be considered as a barrier to the purchase intention of customers (Mirabi, Akbariyeh, and Tahmasebifard 2015). Therefore, it is hypothesized that:

H3: Price setting affects online utilization intention positively

Theoretical Framework

This research is intended and designed to determine whether there is an effect of technology acceptance, electronic word of mouth, and price setting on young Indonesian consumers' intention to subscribe to Netflix. A model was first developed based on the current literature in the online purchasing and utilization intention literature, and three hypotheses were derived from this model.

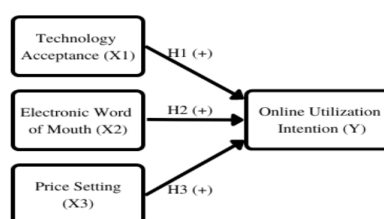


Figure 1. Research Model

Research variable indicators are then developed from the research model above, resulting in questionnaire questions of this research.

Methods

Data Collecting Method and Sample Calculation

A total of 107 samples are taken from a population of 33.040 active University of Lampung students in 2022 that have subscribed to Netflix at least once (Pddikti Kemendikbud, 2022). The determination of the sample of 107 is based on the Slovin formula. By using the SurveyMonkey sample calculator, a minimum of 107 samples is needed to have a confidence level of 90% and that the real value is within 8% of the surveyed value. To collect the data from the sample population, a G-form online questionnaire link was distributed through WhatsApp groups among the University of Lampung students.

Data Analysis Method

This research applies the IBM SPSS version 26 to process the data. The multiple linear regression analysis is used as the method in this research. To analyze the data, four methods of analysis are conducted: descriptive analysis, validity and reliability testing, classical assumption testing, and hypothesis testing.

The descriptive analysis is conducted to see the distribution of the respondents' characteristics. In the validity test, R the indicators are considered valid if the R count > R table (or sig. value <alpha). In the reliability test, the data is considered reliable if Cronbach's alpha value is greater than or equal to 0.60.

Classical assumption testing includes the data normality test, linearity test, multicollinearity test, autocorrelation test, and heteroscedasticity test. The normality of the data is done with a graphical test with the P-P Plot, histogram, and significance value in the Kolmogorov-Smirnov test. The data is considered normally distributed if the points spread around the diagonal line and the distribution follows the direction of the diagonal line. The linearity test used the price of the F coefficient with the provision that the relationship between the independent variable and the dependent variable is said to be linear if the F-count is smaller than Ftable at the 5% significance level. In the multicollinearity test, the model does not experience symptoms of multicollinearity if the tolerance value >0.1 and the VIF value between independent variables <10. The autocorrelation in this research uses the DW value, and it is considered that a good regression model is one that is free from autocorrelation. In the heteroxidity test, the data is good if the residual value (Sig.) is > 0.05.

And the hypothesis testing in this research includes coefficient determination, and t-test. In the coefficient determination, the larger R2 (closer to 1), the better the regression model results, and the closer it is to 0, the fewer independent variables overall explain the dependent variable. And lastly is the t-test, the independent variable has an effect on the dependent variable if the significance of the calculated t value <0.05.

Results

Respondent Characteristics

The 107 respondents involved in this study were active students at the University of Lampung in 2022 who had or are currently subscribing to Netflix. The characteristics are described based on gender, age, income, and faculty. The demographic appearance can be seen in the following table.

Table 1. Demographic Appearance.

| Demographic | Description | Respondents | Percentage |
|-------------|---|-------------|--------------------|
| Gendre | Female | 52 | 48.598130841121495 |
| | Male | 55 | 51.4018691588785 |
| Age | <19 | 13 | 12.14953271 |
| | 19-20 | 33 | 30.8411215 |
| | 21-23 | 46 | 42.99065421 |
| | 23> | 15 | 14.01869159 |
| | Rp.0 - Rp. 500.000 | 38 | 35.51401869 |
| Income | Rp.500,001 - Rp.1,000,000 | 24 | 22.42990654 |
| | Rp. 1,000,001 - Rp.2,500,000 | 24 | 22.42990654 |
| | Rp. 2,500,001 - Rp.5,000,000 | 12 | 11.21495327 |
| | > Rp.5,000,000 | 9 | 8.411214953 |
| Faculty | Faculty of Economics and Business | 24 | 22.42990654 |
| | Faculty of Law | 1 | 0.934579439 |
| | Faculty of Agriculture | 21 | 19.62616822 |
| | Faculty of Teacher Training and Education | 1 | 0.934579439 |
| | Faculty of Engineering | 50 | 46.72897196 |

| | | |
|--|---|-------------|
| Faculty of Social and Polotical Sciences. | 3 | 2.803738318 |
| Faculty of Mathematics and Natural Science | 3 | 2.803738318 |
| Faculty of Medicine | 4 | 3.738317757 |

Source: processed empirical data

The demographic appearance shows that there are more male respondents with 55 responses (51.4%). Respondents aged 21-23 are the most with 46 responses (42,9%). Based on the monthly income, most of the respondents have a monthly income range of less than IDR 500.001 (35,5%). And the table shows that most of the active students are from the faculty of engineering with 50 respondents (46,7%).

Validity and Reliability Test

From table 4 below, it can be understood that every indicator that makes up each variable has R count > R table (or sig. value <alpha), which means that all of the indicator items are valid.

Table 2. Validity and Reliability Test Results

| Variable | Indicator | Validity Test | | | | Description | Reliability Test | | | | Description |
|----------------------------------|-----------|------------------|---------|----------------------------|-------|--------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|-----------------|
| | | Statistic Counts | | Significance of Two Tailed | | | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted | |
| | | r-count | r table | sig (r-count) | alpha | | | | | | |
| Technology Acceptance (X1) | X1.1 | 0.456 | 0.2787 | 0.001 | 0.05 | Valid | 82.22 | 127.032 | 0.419 | 0.893 | Reliable |
| | X1.2 | 0.291 | 0.2787 | 0.040 | 0.05 | Valid | 82.32 | 128.834 | 0.245 | 0.896 | Reliable |
| | X1.3 | 0.389 | 0.2787 | 0.005 | 0.05 | Valid | 83.12 | 125.822 | 0.328 | 0.895 | Reliable |
| | X1.4 | 0.546 | 0.2787 | 0.000 | 0.05 | Valid | 82.34 | 124.351 | 0.504 | 0.892 | Reliable |
| | X1.5 | 0.396 | 0.2787 | 0.004 | 0.05 | Valid | 82.86 | 125.347 | 0.332 | 0.895 | Reliable |
| | X1.6 | 0.36 | 0.2787 | 0.010 | 0.05 | Valid | 82.64 | 126.888 | 0.304 | 0.895 | Reliable |
| | X1.7 | 0.535 | 0.2787 | 0.000 | 0.05 | Valid | 83.22 | 120.706 | 0.467 | 0.892 | Reliable |
| E-WOM (X2) | X2.1 | 0.616 | 0.2787 | 0.000 | 0.05 | Valid | 83.50 | 118.010 | 0.551 | 0.890 | Reliable |
| | X2.2 | 0.414 | 0.2787 | 0.003 | 0.05 | Valid | 83.12 | 123.332 | 0.334 | 0.896 | Reliable |
| | X2.3 | 0.729 | 0.2787 | 0.000 | 0.05 | Valid | 83.14 | 116.164 | 0.683 | 0.886 | Reliable |
| | X2.4 | 0.506 | 0.2787 | 0.000 | 0.05 | Valid | 84.36 | 120.807 | 0.430 | 0.893 | Reliable |
| | X2.5 | 0.619 | 0.2787 | 0.000 | 0.05 | Valid | 83.54 | 120.498 | 0.568 | 0.889 | Reliable |
| | X2.6 | 0.576 | 0.2787 | 0.000 | 0.05 | Valid | 83.50 | 120.337 | 0.515 | 0.891 | Reliable |
| Price Setting (X3) | X3.1 | 0.723 | 0.2787 | 0.000 | 0.05 | Valid | 83.68 | 114.834 | 0.671 | 0.886 | Reliable |
| | X3.2 | 0.711 | 0.2787 | 0.000 | 0.05 | Valid | 82.96 | 120.896 | 0.678 | 0.888 | Reliable |
| | X3.3 | 0.661 | 0.2787 | 0.000 | 0.05 | Valid | 83.08 | 120.769 | 0.619 | 0.889 | Reliable |
| | X3.4 | 0.597 | 0.2787 | 0.000 | 0.05 | Valid | 83.96 | 119.917 | 0.539 | 0.890 | Reliable |
| | X3.5 | 0.704 | 0.2787 | 0.000 | 0.05 | Valid | 83.42 | 117.473 | 0.657 | 0.887 | Reliable |
| Online Utilization Intention (Y) | Y.1 | 0.541 | 0.2787 | 0.000 | 0.05 | Valid | 83.80 | 118.286 | 0.457 | 0.893 | Reliable |
| | Y.2 | 0.614 | 0.2787 | 0.000 | 0.05 | Valid | 83.32 | 119.855 | 0.559 | 0.890 | Reliable |
| | Y.3 | 0.537 | 0.2787 | 0.000 | 0.05 | Valid | 82.80 | 123.714 | 0.488 | 0.892 | Reliable |
| | Y.4 | 0.596 | 0.2787 | 0.000 | 0.05 | Valid | 82.98 | 123.000 | 0.554 | 0.890 | Reliable |
| | Y.5 | 0.59 | 0.2787 | 0.000 | 0.05 | Valid | 83.24 | 120.064 | 0.531 | 0.890 | Reliable |
| Total | 23 | | | | | Valid | | | | 0.896 | Reliable |

Source: processed empirical data

Moreover, results from table 2 show that each variable items have Cronbach Alpha > 0.60 and averaging 0,896. Hence, the variables of Technology Acceptance, Electronic Word of Mouth, and Price Setting are said to be highly reliable.

Normality Test

The results of the data normality test using graphical analysis, namely the normal P-plot graph, show that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line, indicating that the data is normally distributed. The graph analysis can be seen in the image below.

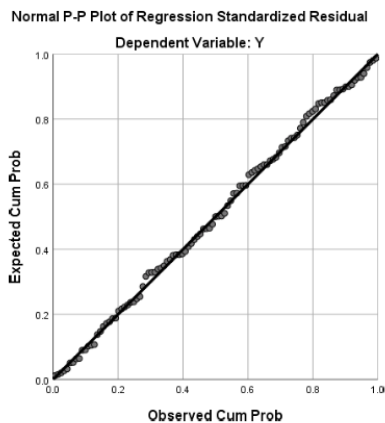


Image 1. Normality Test Result

By graphically testing, in the PP-Plot graph above we can see that the residuals tend to spread around the diagonal line, for this reason, the data is normally distributed.

Linearity Test

The linearity test used the price of the F coefficient with the provision that the relationship between the independent variable and the dependent variable is said to be linear if the F-count is smaller than the F-table at the 5% significance level. The second alternative is to use the significance coefficient price. If the significance value of Deviation from Linearity > alpha (5%), it means that the result is linear.

From the results of linearity testing between technology acceptance and online utilization intention (X1 and Y), the calculated deviation from linearity statistic is 1.413. This value has a p-value of 0.136 which is greater than the 0.05 test level. With this result, it can be concluded that at a confidence level of 95% (alpha 5%), it can be said that there is sufficient evidence to accept that variables X1 and Y have a linear relationship. From the results of linearity testing between the two variables electronic word of mouth and online utilization intention (X2 and Y), the calculated deviation from linearity statistic is 1.572. This value has a p-value of 0.076 which is greater than the 0.05 test level. With these results, it is concluded that at a confidence level of 95% (alpha 5%), it can be said that there is enough evidence to accept that variables X2 and Y have a linear relationship. From the results of linearity testing between price setting and online utilization intention (X3 and Y), the calculated deviation from the linearity statistic is 1.302. This value has a p-value of 0.222 which is greater than the 0.05 test level. With this result, it can be concluded that at a confidence level of 95% (alpha 5%), it can be said that there is sufficient evidence to accept that variables X3 and Y have a linear relationship.

Multicollinearity Test

The model does not experience symptoms of multicollinearity if the tolerance value >0.1 and the VIF value between independent variables <10. The following table shows the result of the multicollinearity test in this study.

Table 3. Multicollinearity Test: VIF (Variance Inflation Factor) Value

| Model | Collinearity Statistics | |
|--------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 (Constant) | | |
| X1 | 0.728 | 1.373 |
| X2 | 0.612 | 1.635 |
| X3 | 0.752 | 1.330 |

Source: processed empirical data

It can be seen from the table above that in testing with empirical data, it is found that the value of the multicollinearity indicator in the model, namely the tolerance value shows a value > 0.1 and the VIF value shows a value <10 for each independent variable. With these results, it can be concluded that the model does not experience symptoms of multicollinearity between independent variables.

Auto collinearity Test

The following table is the result of the autocorrelation test with the Durbin-Watson value.

Table 4. Coefficient Determination Test Result.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|--------------------|----------|-------------------|----------------------------|---------------|
| 1 | 0.736 ^a | 0.542 | 0.529 | 2.583 | 2.294 |

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

Source: processed empirical data

With the number of research observations as many of as N = 107 samples and the number of independent variables K = 3, it is obtained that the DW table has a limit value of DL = 1.6277 and a limit value of DU = 1.7428. The DW-count value in this study is 2.294 which means $DU < D < 4-DU$, in other words, there is no residual autocorrelation from the model formed.

Heteroscedasticity Test

The model does not experience symptoms of multicollinearity if the tolerance value >0.1 and the VIF value between independent variables <10 . The following table shows the result of the multicollinearity test in this study.

Table 5. Glejser Test Result

| Model | t | Sig. | Conclusion |
|-------|--------|-------|-----------------------|
| 1 X1 | 0.315 | 0.753 | No Heteroscedasticity |
| X2 | 1.744 | 0.084 | No Heteroscedasticity |
| X3 | -1.508 | 0.135 | No Heteroscedasticity |

From the regression results between the independent variables and the absolute residual value in the Geljser test above, it is found that the residual value is > 0.05 . By following the instructions for making the Geljser test decision, it is found that the model results are free from symptoms of heteroscedasticity.

Coefficient of Determination

The coefficient of determination (R^2) measures the model's ability to explain the variation in the independent variables. The following table shows the results of the coefficient determination test in this study.

Table 6. Coefficient Determination Test Result.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|--------------------|----------|-------------------|----------------------------|---------------|
| 1 | 0.736 ^a | 0.542 | 0.529 | 2.583 | 2.294 |

Source: processed empirical data

From the table above, the coefficient of determination for the model is 0.542. The coefficient of determination here is the variable's contribution to the value formation of the dependent variable. From this value, we can conclude that X1, X2, and X3 contribute 54.2% to shaping the variation (Y), with the remaining 45.8% explained by other factors outside the model. In general, this model is good and acceptable because most of the variation can be explained by these three variables.

t-test

A multiple linear regression analysis was performed to test the effect among the independent variables, namely technology acceptance (X1), electronic word-of-mouth (X2), and price setting (X3), on the dependent variable online utilization intention (Y). The results of multiple linear analyses can be seen in the following table.

Table 7. Multiple Regression Analysis Test Result

| Model | | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|--------------------------------|-------|-------|-------------------------|-------|
| | | B | Std. Error | | | | Tolerance | VIF |
| 1 | (Constant) | 3.274 | 1.431 | | 2.288 | 0.024 | | |
| | X1 | 0.152 | 0.052 | 0.230 | 2.947 | 0.004 | 0.728 | 1.373 |
| | X2 | 0.156 | 0.065 | 0.204 | 2.396 | 0.018 | 0.612 | 1.635 |
| | X3 | 0.542 | 0.086 | 0.482 | 6.265 | 0.000 | 0.752 | 1.330 |

Source: processed empirical data

The results of the equations in the table above can be written into a simple linear regression equation as seen below.

$$Y^{\wedge} = 3.279 + 0.152 X1 + 0.156 X2 + 0.542 X3 \text{ (Equation 1)}$$

From the above regression equation results, all the independent variables (technology acceptance (X1), electronic word-of-mouth (EWoM), and pricing (X3)) have a positive influence on the dependent variable (Online Utilization Intention (Y)).

From table 3 above, it is found that the technology acceptance variable (X1) had a T count of 2.947 with a p-value of 0.004, the EWOM variable (X2) had a T count of 2.396 with a p-value of 0.018, and the price setting variable (X3) had a T count of 6.265 and a p-value of 0.000. Each of these variables has a p-value < Alpha (5%) that indicates technology adoption, E-WOM, and price setting have a positive impact on online utilization intention. Furthermore, hypotheses 1, 2, and 3 are accepted because the significance level for each variable is less than 5%.

Discussion

Technology Acceptance and Online Utilization Intention

Based on the results of data calculations in Table 22., it is found that the T-count value of the technology acceptance variable (X1) is 2.947 with a p-value of 0.004. If the p-value < alpha (5%), the hypothesis test concludes that there is a significant influence between X1 and Y. This means that H1 is accepted, stating that technology acceptance affects online utilization positively. The results of the hypothesis one (H1) test in this study are in line with research conducted by Ufuk Cebeci (2019), which discusses the mitigating role of technology fear as a moderator between perceived usefulness and attitude on the intent to use Netflix. It indicates that the students of the University of Lampung use gadgets and are capable of using technology on a daily basis.

Electronic Word of Mouth and Online Utilization Intention

Based on the results of data calculations in Table 22., it is found that the T-count value of the EWOM variable (X2) is 2.396 with a p-value of 0.018. If the p-value < alpha (5%), the hypothesis test concludes that there is a significant influence between X2 and Y. This means that H2 is accepted, stating that electronic word of mouth affects online utilization positively. The results of hypothesis two (H2) test in this study are in line with research conducted by Dorothy et, al. (2022), Nuseir (2019), Mahmud et al. (2020), Rahman et al. (2020) effectively show that electronic word-of-mouth has a positive impact on online utilization intention. The result indicates that the information about Netflix that is gained from social media and the internet affects an individual's intention to Utilize Netflix. It also shows that an individual can be willing to share their moments and reviews about the Netflix show they utilize through an online platform.

Price Setting and Online Utilization Intention

Based on the results of data calculations in Table 22., it is found that the T-count value of the price setting variable (X3) is 6.265 with a p-value of 0.000. If the p-value < alpha (5%), the hypothesis test concludes that there is a significant influence between X3 and Y. This means that H3 is accepted, stating that price setting affects online utilization positively. The result indicates that young Indonesian consumers consider price as a very important reason for their intention to subscribe to Netflix. As a result, the majority of respondents consider that Netflix is considered pricey for university students, but the utilization experience is worth the pay. The results of hypothesis three (H3) test in this study are in line with research conducted by Giovanis, Tomaras, and Zondiros (2013), Nainggolan and Hidayet (2020), and Mirabi (2015), stating that price has a significant in an individual's intention or not to purchase a certain product online.

Conclusion

The research objective of this study is to determine whether there is an effect of price setting, technology acceptance, and Electronic Word of Mouth on the decision to subscribe to Netflix for students in Lampung University. Based on the results from the previous section, we can conclude that each independent variables, namely technology acceptance, electronic word of mouth, and price setting all have positive effects on online utilization intention. Netflix and other video-on-demand managers can adopt this research to make decisions that will increase the number of subscribers and reduce the number of unsubscribing customers by focusing on technological features and experience, content offerings, and prices. All the implications and results are significant, but this study still has some shortcomings in some aspects. Future Research could apply a different population of respondents as this research is only limited to the active students of the University of Lampung. As this research is only limited to three variables namely technology acceptance, electronic word of mouth, and price setting, future research could apply the model of this research and change the chosen variety of independent variables, such as content

availability and user experience. Further research could modify the model and add another hypothesis test to see the stimulant effect of all describing variables together, namely technology acceptance, electronic word of mouth, and price setting towards online utilization intention. These are some of the aspects that can be used for future scholars to improve.

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