



**ANALYSIS OF FACTORS THAT INFLUENCE
CUSTOMERS TO SUBSCRIBE THE CASE ON DISNEY
PLUS HOTSTAR VIDEO-ON-DEMAND SERVICE**

UNDERGRADUATE THESIS

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By:

Febriana Putri Padillah

014201900174

**FACULTY OF BUSINEES
MANAGEMENT STUDY PROGRAM**

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Cikarang, Indonesia, 22 march 2023



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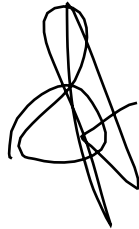
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ABSTRACT

One of the impacts of the development of the internet is the emergence of many digital platform service providers, including Disney Plus Hotstar. Disney Plus Hotstar is one of the many platforms providing subscription-based video streaming services. The purpose of this study is to find out and analyze what factors influence consumer decisions to subscribe to video on demand services at Disney Plus Hotstar and whether the customer's desire to subscribe to Disney Plus Hotstar is influenced by various factors from variables namely Free Alternatives, Perceived Price, Perceived Usefulness, Content Richness, Perceived Ease of Use, and Interactivity to be used in this study. This research will be conducted using a quantitative method with a questionnaire that will be distributed to users of the Disney Plus Hotstar video on demand service application who have subscribed. Data collection in this study was obtained through questionnaires that had been distributed. The data collection technique used is random sampling. A sample of 301 respondents was obtained from respondents who knew the Disney Plus Hotstar video streaming service and had tried to subscribe to Disney Plus Hotstar. Multiple linear regression is the data analysis used in this study. From the results of this study obtained from SPSS data processing, it was found that the all the independent variables have significant effect on the dependent variable, it was shown by the he variable free alternatives, Perceived ease of use, Perceived price, and Perceived usefulness contributes 54.7% to the formation of variations in the value of willingness to subscribe (Y), while the remaining 45.3% is explained by factors outside the model.

Keywords: willingness to subscribe, Free Alternatives, Perceived Price, Perceived Usefulness, Content Richness, Perceived Ease of Use, Interactivity.

TABLE OF CONTENTS

ACKNOWLEDGE.....	i
PLAGIARISM REPORT.....	ii
RESULT OF GPTZero.....	iii
PANEL OF EXAMINERS.....	iv
APPROVAL SHEET.....	iv
STATEMENT OF ORIGINALITY.....	iv
CONSENT FOR INTELLECTUAL PROPERTY RIGHT.....	vi
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST.....	viii
ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION'S REPOSITORY.....	ix
ABSTRACT.....	x
TABLE OF CONTENTS.....	xi
LIST OF FIGURES.....	XV
LIST OF TABLES.....	XVI
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Background.....	1
1.2. Problem Identification.....	3
1.3. Research Questions.....	4
1.4. Research Outline.....	4
CHAPTER II.....	6
LITERATURE REVIEW.....	6
2.1. Definition of Variables.....	6
2.1.1. Interactivity.....	6

2.1.2. Content Richness.....	6
2.1.3. Perceived Usefulness.....	7
2.1.4. Perceived Ease of Use.....	7
2.1.5. Perceived Price.....	7
2.1.6. Free Alternatives.....	8
2.1.7. Willingness to Subscribe.....	8
2.2. Hypotheses Development.....	9
2.3. Theoretical Framework.....	11
2.4. Previous Research.....	12
2.5. Research GAP.....	13
CHAPTER III.....	14
METHODOLOGY.....	14
3.1 Research Design.....	14
3.1.1 Research Framework.....	14
3.2 Sampling Plan.....	15
3.2.1 Population.....	15
3.2.2 Sampling Technique.....	15
3.3 Research Instrument.....	15
3.3.1 Questionnaire.....	15
3.3.2 Data Source and the method of collecting data.....	16
3.4 Data Collection Design.....	16
3.5 Operational Definition.....	16
3.6 Data Analysis Design.....	25
3.6.1 Descriptive Analysis.....	25
CHAPTER IV.....	27

ANALYSIS AND DISCUSSION OF FINDINGS.....	27
4.1 Respondent Profile.....	27
4.1.1 Respondent by Gender.....	28
4.1.2 Respondent by Age.....	28
4.1.3 Respondent by Occupation.....	29
4.1.4 Respondent by Income.....	29
4.2 Descriptive Analysis.....	31
4.3 Output and Interpretation.....	32
4.3.1 Validity Test.....	32
4.3.2 Reliability Test.....	33
4.3.3 Data Normality Test.....	35
4.3.4 The Coefficient of Determination of The Model.....	36
4.4 Multiple Linear Regression Analysis Modeling.....	37
4.4.1 Multiple Linear Regression Analysis.....	37
4.5 Research Hypothesis Test.....	40
4.5.1 Simultaneous Test F.....	40
4.5.2 Test – T (Partial).....	41
4.6 Classic Assumption Test.....	45
4.6.1 Structural Equation Classical Assumption Test 2.....	45
CHAPTER V.....	49
CONCLUSION AND RECOMMENDATION.....	49
5.1 Conclusion.....	49
5.2 Recommendation and The Future Research.....	49
5.2.1 Recommendation for Company.....	50
5.2.2 Future Research.....	50

REFERENCES.....	51
APPENDIX.....	58

LIST OF FIGURES

Figure 2.1 Theoretical Framework.....	10
Figure 3.1 Research Design.....	13
Figure 4.1 Respondent Profile.....	26
Figure 4.2 Respondent by Gender.....	27
Figure 4.3 Respondent by Age.....	27
Figure 4.4 Respondent by Occupation.....	28
Figure 4.5 Respondent by Income.....	28
Figure 4.6 Normality Test.....	33
Figure 4.7 Normality Test.....	33
Figure 4.8 Normality Test.....	35
Figure 4.10 Scatter plot of structural equation heteroscedasticity test 1.....	46
Figure 4.11 DW count and DW table.....	47
Figure 4.12 Scatter plot of structural equation heteroscedasticity test 2.....	49
Figure 4.13 DW count and DW table.....	50

LIST OF TABLES

Table 2.1 Previous Research.....	11
Table 3.1 Operational Definition.....	15
Table 4.1. Descriptive statistics.....	29
Table 4.2. Variable Validity Test Results.....	30
Table 4.3 Reliability Test Results.....	32
Table 4.4 Kolmogorov Smirnov Normality Test structural equation 1.....	34
Table 4.5 Kolmogorov Smirnov Normality Test structural equation 1.....	35
Table 4.6 Coefficient of determination of the structural equation model 1.....	36
Table 4.7 Coefficient of determination of the structural equation model 2.....	36
Table 4.8 Coefficient of Multiple Linear Regression Analysis Structural Equation 1.....	37
Table 4.9 Coefficient of Multiple Linear Regression Analysis Structural Equation 2.....	38
Table 4.10 F-test results (simultaneous) structural equation 1.....	40
Table 4.11 Results of the F-test (Simultaneous) structural equation 2.....	40
Table 4.12 Results of the T-test (Partial) Structural Equation 1.....	41
Table 4.13 Results of the T-test (Partial) Structural Equation 2.....	43
Table 4.14 Multicollinearity Test: VIF Value regression equation 1.....	45
Table 4.15 Autocorrelation Test with Durbin Watson Statistics.....	47
Table 4.16 Multicollinearity Test: VIF Value regression equation 1.....	48
Table 4.17 Autocorrelation Test with Durbin Watson Statistics.....	50