

ABSTRACT

Over-the-top (OTT) service is a service that revolutionizes the way content is broadcast. If conventional streaming methods still require physical infrastructure such as cable and satellite TV, OTT services no longer require this because all broadcasts can be done using the internet. In Indonesia, OTT service providers are quite diverse, but there is a local OTT service called Vidio which is able to compete and even outperform global OTT players such as Netflix, Disney+, iQiyi, etc.

This research aims to analyze the factors that influence application use among local streaming service users from Indonesia, namely Vidio, using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model and additional variables in the form of Discovery of New Content and Ubiquity. This research is quantitative using 401 Vidio user respondents.

The results of this study shows performance expectancy, social influence, price value, habit, and ubiquity are considered to significantly influence the continuance intention for this Indonesian local streaming services named Vidio.

Kata Kunci: UTAUT2, *Discovery of New Content*, *Continuance Intention*, *Streaming Services*, *Over-the-Top* (OTT)