

ABSTRACT

From year to year, internet users in Indonesia continue to increase. From year to year, internet users in Indonesia are increasing. In 2017, active internet users in Indonesia reached 143,26 million, reaching 54,68% of the total population of the Indonesian population. The high level of internet usage in Indonesia makes flexibility and adjusting needs based on the desired criteria a standard of available facilities, not least with the community's need for entertainment content. One of the increasingly popular content services is video-on-demand services. However, although the rate of use of video-on-demand is increasing, but the increase from video-on-demand technology tends to be low. The number of user is 15,3 million, still low compared to the number of active internet users in Indonesia, which amounts to 143,6 million. Its market share is still far behind when compared to cable TV, even though internet access has become a common thing in this digital era.

This study measures the interest of video-on-demand users in Indonesia by using a modified UTAUT2 research model, where researcher analyze the variables of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic motivation, Price Value, Habit, and content on Behavioral Intention.

The data in this study, collected online using online surveys and managed to collect 403 valid respondents, aged 15-60 years, and have used video-on-demand services, and have passed the trial period (free trial). All data collected has met the criteria of validity and reliability. To test the validity and reability, researcher used the Spss version 21 software. In addition, to test the hypothesis, researcher used Structural Equation Modeling (SEM) using version 3.0 SmartPLS Software.

The test results prove that there are four factors that influence Behavioral Intention, namely Habit, Content, Performance Expectancy and Effort Expectancy. In the moderator variable, the age variable influences Habit on Behavioral Intention, while the Gender (gender) moderator variable and Income (income) have no effect. This study also obtained R2 results of 0.655 and entered in the moderate category.

This research has found that Habit and Content is the most influencing factors toward Behavioral Intention, so, for the high frecueny of video-on-demand adoption in the future, video-on-demand company need to pay more attention onto those factors, and upgrading those factors. For further research, expected to do periodical research, and also adding moderator variable Experience.

Keywords: Technology Adoption, UTAUT2, Consumer Behavior