

ABSTRACT

Internet users in Indonesia have reached 64% of the population. With the internet, users can access information anywhere and anytime, one of which is entertainment services. The Content served by entertainment services also varies, in the form of online videos, vlogs, music streaming services and podcasts. One of the most popular entertainment Content in Indonesia is online. This online video Content is divided into several types, including free video access such as Youtube and also video on demand (SVoD) subscriptions such as Netflix, Hulu, HBO Go and Disney+. The number of video-on-demand users in Indonesia is 14.7 million.

This study aims to determine the factors that influence the adoption of Disney+ Hotstar streaming services using the modified Unified Theory Of Acceptance And Use Of Technology 2 (UTAUT 2) research model where the researcher analyzes the Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition variables. , Hedonic Motivation, Price Value, Habit, and Content on Behavioral Intention.

The data in this study were collected online through a questionnaire and managed to collect as many as 403 respondents. Respondents are users who have used or are currently using Disney + Hotstar. All data collected has met the criteria for validity and reliability. To test the hypothesis, researchers used Structural Equation Modeling (SEM).

After conducting the test, the researcher can prove that there are 5 factors in Modified UTAUT 2 that affect Behavioral Intention, namely Habit, Content, Price Value, Hedonic Motivation and Effort Expectancy. For the moderator variable, the variable Age affects Habit on Behavioral Intention, while the other moderator variables, namely Gender and Income, have no effect. The results of this study also prove that the R^2 result is 0.637, so it falls into the moderate category.

Habit variable is the most influential factor in this study, followed by Content, Price Value, Hedonic Motivation and Effort Expectancy on Behavioral Intention, so that in order to increase interest in adopting Disney + Hotstar in the future, companies must consider these variables. For future researchers, it is expected to conduct longitudinal research in order to add to the moderating Experience variable.