

ABSTRACT

Movie industry is increasing however there is shifting behaviour when watching movie due to covid-19 pandemic into adoption technology of streaming video on demand (VoD) service. Number of populations in Indonesia reach 271.349.889 million and during this pandemic it contribute to growing access for video and movie content. This causes increasing of VoD user in this pandemic. In 2020 there were 13 million VoD customers which was increased from the previous year 2019 that was 10,2 million customers. Disney+ Hotstar Indonesia is VoD service app that launches amid this pandemic that was in September 2020. Disney+ Hotstar collaborates with Indonesian telecommunication provider Telkomsel that has around 164,69 million customers. In September 2020, at least there were 350 thousand Telkomsel's customers who subscribe Disney+ Hotstar Indonesia. Seeing number of VoD user in 2020 then compared with total Telkomsel's customer and compared again with Indonesia's population, we can say that gap between Disney+ Hotstar subscriber and Indonesia's population are quite far when Disney+ Hotstar only have 350 thousand subscriber.

Seeing many players on industry of VoD streaming service also rapid business growth that is predicted to keep grow, as newcomer in Indonesia, it is important for Disney+ Hotstar Indonesia to recognize factors that affect users to keep using their services. To obtain that research objective, therefore measurement model that is used is Unified Theory of and Use of Technology 2 (UTAUT2) that is already modified by Venkatesh et.al.,(2012) with Content and Income as the new variables.

Data are gathered online with 425 valid respondents with age between 18-64 and they have been subscribing Disney+ Hotstar at least for a month and resident in 8 big cities in Indonesia. Pilot test result on 30 respondents shows that measurement model has fulfilled the requirement for validity and reliability. For hypothesis testing using Structural Equation Modelling (SEM) with software SmartPLS version 3.0.

The result of this research shows that there are 8 variables in modified UTAUT2 that affect positively and significantly to continuance intention adoption Disney+ Hotstar. They are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, Habit, and Content. Regarding variable Moderation, for Age, Gender, and Income don't moderate influence other variables against Continuance Intention. In this research the result value of R^2 is 67,7% which categorized as "strong". That means all factors or independent variables in this research are strong enough to influence peoples to keep subscribing Disney+ Hotstar.

The most significant variables from model UTAUT2 on influencing Continuance intention of Disney+ Hotstar are Social Influence, Effort Expectancy, and Content. Disney+ Hotstar have made variables, indicator and result of this research as a evaluation benchmark for approaching marketing strategy not only to maintain existing users but also to increase new user. For the next research it is expected to make research with similar object therefore the result can be compared.

Key word: Consumer behavior, continuance intention, video on demand, modified UTAUT2, adoption