

ABSTRACT

The use of the internet in the era of advances in technology and information (ICT) has become a necessity for carrying out activities for all groups. This change makes the consumption of media and information change in terms of facilities, patterns and quality because with advances in information and communication technology, the use of Over on Top (OTT) services is increasing and getting attention to fulfill entertainment content. In this research, quantitative and conclusive methods are used. This study aims to see the effect of the TAM theory variables, namely external variables, perceived usefulness, perceived ease of use, attitude toward using, intention to use and actual system to use on the use of netflix Indonesian teenagers.

The type of research used is descriptive and causal analysis with a quantitative approach. Data collection was carried out by distributing questionnaires. Sampling was done by random sampling technique with the number of calculations using the slovin formula, namely 400 respondents who are netflix users. Data processing is done by SEM-PLS and using path analysis.

The results showed that H1 external variable had a positive effect on perceived usefulness, H2 external variable had a positive effect on perceived ease of use, H3 perceived usefulness had a positive effect on attitude toward using, H4 perceived ease of use had a positive effect on attitude toward using, H5 attitude toward using had a positive effect positive effect on intention to use and H6 intention to use positive effect on actual system to use on netflix users.

Kata Kunci : *Streaming service, Netflix, Technology Accaeptance Model (TAM) Theory*