

ABSTRACT

The subscription business model has been widely used by companies of various types of business, one of which is video-on-demand services, especially during the COVID-19 pandemic, where this service is one of the things needed by the community as entertainment. During the last few years, video streaming has accounted for most traffic delivered over the Internet, and it has grown at a steady rate each year. So that customers are willing to pay for these services, several factors play a role in increasing interest in subscribing. Netflix is one of the most popular video-on-demand streaming services in Indonesia. This study will try to find out and understand the role of service convenience and expected outcome in building trust so that customers are willing to pay for the well-known video-on-demand service, namely Netflix, and their perceptions of those factors. This study uses a quantitative method with a convenience sampling technique based on individuals who are Netflix service users. The data collection will be conducted with the support of Netflix customers in Indonesia, ensuring that respondents have had an opportunity to experience Netflix. The research instrument used an online questionnaire with a Likert Scale via a google form, and as many as 80 samples were collected. Data analysis used a Partial Least Squares (PLS) approach with the SmartPLS v3.3.3 application. This study indicates that the expected results have a direct positive and significant effect on trust and willingness to pay and indirectly have a positive and significant effect on willingness to pay through trust. Service convenience has a direct positive and significant effect on willingness to pay and trust and indirectly has a positive and significant effect on willingness to pay through trust. Trust has a positive and significant effect on willingness to pay. In this case, companies need to meet customer expectations and maintain and improve the convenience of their services so that customers are willing to pay. Customer trust also needs to be considered because trust is a dominant factor because it affects directly or indirectly affects the willingness to pay.

Keywords: Willingness to Pay, Service Convenience, Expected Results, Trust