

SOCIAL ISOLATION, A NEW VARIABLE AFFECTING BEHAVIORAL INTENTION TO USE SUBSCRIPTION VIDEO ON DEMAND

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ABSTRACT

In this COVID-19 pandemic, there is a change in human behavior. One of the main changes is the increase spending towards entertainment at home such as SVOD services. There is a problem in the industry that is happening in the form of churn, customer is changing from one SVOD services towards the other. There is stiff competition between SVOD services, in order to win this competition company must know what variables affect the intention to use SVOD. This paper aim to find which variables have the most significant effect upon Behavioral Intention to use SVOD using the UTAUT Model and two new variables of Corona Fear, & Social Isolation. This study will use 140 samples of users that have at least try to use Netflix, Disney+ Hotstar, HBO GO, or Viu. The conclusions of this research are that Content and Social Isolation have significant effect upon behavioral intention to use SVOD. This creates several managerial implications for SVOD service companies. First, companies need to increase quantity, quality and suitability of content of the services by either creating new content by working together with other production company or acquire existing contents to be added to the library of contents. Second, companies need to use existing user historical data in order to increase efficiency, this could be done in the form of setting set number of views as a standard, and reviewing it at several interval in order to determine which content should be remove or extended. Third, companies could set a special package for customer when government set social distancing policy, this could be done in the form setting a special price or discount if customer activated their location from set times such as weekends from afternoon until evening, this way customer could still be engaged towards the SVOD services even in isolation.

Keywords: *SVOD, UTAUT, COVID-19, Streaming, Lockdown*

1. INTRODUCTION

Currently the world is experiencing COVID-19 pandemic which started in 2019 in Wuhan China, and cases are steadily increasing until becoming a global health problem. This pandemic has had a huge impact on everyday life, especially in terms of consumer behaviour. Since early December 2019, COVID-19 infection cases have continued to increase and the number of affected countries has also increased. In March 2020, COVID-19 had begun to become a national concern in Indonesia, so the government began implementing health protocols. The increase in cases continues to this day. As of 12 November 2021, there were 4.25 million confirmed cases, and 143.628 deaths.

Based on the results of a survey of consumer sentiment in Indonesia on COVID-19 conducted by Mckinsey & Company [1]. It has

been found that there is a change in consumer spending patterns in Indonesia, which tend to prioritize essential needs such as spending on household needs and household supplies, but there are other categories such as the need for vitamins and entertainment at home that is also continue to increase. Entertainment at home has become an important thing during the COVID-19 period and this can be seen from the increase in consumer spending in Indonesia. One of the entertainments at home is online streaming services / video on demand / over the top media services.

According to research conducted by Deloitte [2] it was found that in January 2020 only 20% of the total respondents said they had unsubscribed in the last 12 months, but in October 2020 it was found that 46% respondents have unsubscribed in the last 6 months. The study also found the churn phenomenon, which according to

the results of a survey in May 2020, there were 23% of respondents adding online streaming services, and 9% of respondents adding and reducing online streaming services. In the results of the October 2020 survey, it was found that 34% of respondents had added and reduced online streaming services. This shows that the online streaming services industry has started to have stiff competition, and consumers are easily switching from one service to another causing churn.

Due to the stiff competition occurring between one service to another, it has created a problem in the streaming services / video on demand / over the top media services market. Consumer keep on switching from one service to the other easily. In order to win the competition, there is a need to know the exact variables that impacted the customer behavior intention to use a streaming services / video on demand / over the top media services, by identifying said variables the company which provided such services could therefore focus in developing their services with those variables in mind. In the end, consumer will use services which can answer all their needs & expectations.

The research question of this study is "What factors influence customers in their intention to subscribe to the Video On Demand Subscription service in Indonesia during the COVID-19 pandemic?". The objective of this study is to analyze those variables that will impact the behavioral intention to use a streaming services / video on demand / over the top media services in the pandemic condition by including the social isolation variable which is caused by COVID-19 pandemic, and also adding corona fear moderating variable in the modified model. In order to achieve this objective this study will use the modified Unified theory of adoption and the use of technology (UTAUT) by Venkantesh et al [3]. The study will be conducted in Indonesia with a total population around 7 million subscribers as of mid-Jan, 2021 across 10 operators in Indonesia [4]. Samples needed on this research will be using primary data collected directly from users of SVOD services in Indonesia, limited to 4 SVOD providers, which are Netflix, Disney+ Hotstar, Viu, & HBO GO. in the end, it will be analyzed by using SEM SMART-PLS.

2. LITERATURE REVIEW

2.1. OTT

According to OTT [5], OTT is the name given to entertainment media that is channeled through internet media. Generally, OTT is defined as "Premium" content services that are channeled through internet media by traditional broadcast operators and content production houses. The definition of the word "Premium" does not yet have a standard meaning, the word can mean "production quality with high value", "high quality display resolution", or "high sound quality". A more precise definition might be "media where consumers are willing to make payments" or "media that needs to be accessed with authentication first to use".

2.2. UTAUT

In conducting this research the author will use the modified UTAUT method [3]. The UTAUT model [6]. is a model that has four main variables, namely Performance expectancy (, Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) that affect behavior to use technology. Along with its development, the UTAUT Model adds three new variables, namely Hedonic Motivation (HM), Price Value (PV), and Habit (H). In the analysis there are three moderating variables, namely Age, Gender, and Experience.

The UTAUT model has been widely used in the previous literature on the application of various technologies [7]. The UTAUT model has been applied to the application of "Speech Recognition" technology [8], in the study there is a discussion of Performance Expectancy, Effort Expectancy, and Social Influence in influencing purchase intentions. The application of this model is also carried out to determine the intention to use the "Online Discussion Forum" [9], in this study there is the use of Facilitating Conditions in influencing the use of online discussion forums.

2.3. Corona Fear

Corona Fear is one of the psychological aspects of COVID-19 Pandemic, it is a fear that arises in people due to the disease outbreak [10], resulting in changes in people's behavior. This indicates the need for determining its effect on customer, concerning acceptance and behavioral intention of using SVOD.

2.4. Previous Research

Previous research on Online Streaming Services / Video on Demand / Over The Top regarding the intention to use these services using the UTAUT model has not been widely carried out. Some examples of research that has been done are research on Netflix in Chile regarding the influence of Performance Expectancy (PE), Effort Expectancy (EE), Hedonistic Motivation (HM), Trust (TR), Social Influence (SI), Facilitating Condition (FC), and Price Value (PV) factors on Behavioral Intention (BI) [11] and the influence of Hedonistic Motivation (HM) and Social Influence (SI) in influencing Trust (TR). The results of the study stated that the variables Trust (TR), Performance Expectancy (PE), and Hedonistic Motivation (HM) have a significant effect on Behavioral Intention (BI) to use Netflix, also it is found that Hedonistic Motivation (HM) and Social Intention (SI) have a significant effect on the Trust (TR) variable.

Other research has been conducted in Indonesia using the modified UTAUT2 Model on Netflix regarding the influence of Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Condition (FC), Hedonistic Motivation (HM), Price Value (PV), Habit (H), and Content (C) factors on the Behavior Intention of using Netflix. [12] The study also used moderator variables, namely Age, Gender, and Income. The results of this study are the Performance Expectancy (PE), Effort Expectancy (EE), Habit (H), and Content (C) variables have a positive influence on Behavioral Intention (BI) to use of Netflix. Age differences have an influence on the Habit (H) on Behavior Intention (BI), while the gender and income differences have no effect on the modified factors in UTAUT2 Model.

3. METHODOLOGY

3.1. Hypothesis

In conducting this research, the researcher will use UTAUT [7] with an additional moderator variable, namely Corona Fear. The Corona Fear variable has been studied before in the application of the E-Learning system. [10]. In addition, there is an additional variable in the form of content from previous research [13]. In this research there will be twelve hypothesis that is shown in Figure 1:

H1: Effort Expectancy has a significant effect on Behavioral Intention.

H2: Social Influence has a significant effect on Behavioral Intention.

H3: Facilitation conditions has a significant influence on the behavior of the intention to use SVOD.

H4: Price Value has a significant effect on Behavioral Intentions to use SVOD.

H5: Content has a significant effect on Behavioral Intention.

H6: Social Isolation has a significant effect on Behavioral Intention.

H7: Effort Expectancy has a significant effect on Behavior Intention using SVOD moderated by Corona Fear

H8: Social Influence has a significant effect on Behavioral Intention moderated by Corona Fear

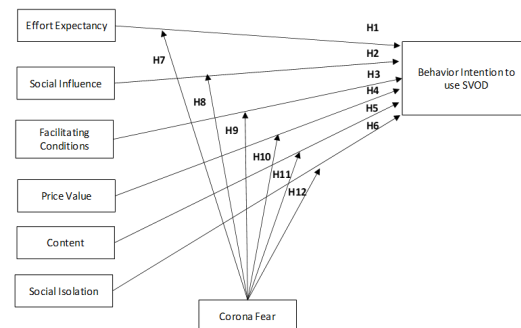
H9: Facilitating Condition has a significant effect on Behavioral Intention moderated by Corona Fear

H10: Price Value has a significant effect on Behavioral Intention moderated by Corona Fear

H11: Content has a significant effect on Behavioral Intention moderated by Corona Fear

H12: Social Isolation has a significant effect on Behavioral Intention moderated by Corona Fear

Figure 1: Modified UTAUT Model



In this study there are a total of 7 latent variables:

1. Effort Expectancy: Describes the effort required by the customer in operating the SVOD service,
2. Social Influence: Explaining the influence of the surrounding environment on customers in using SVOD services,
3. Facilitating Condition: Describes the availability of resources, and technology for the operation of SVOD services,
4. Price Value: Explains the reasonableness of the costs that must be incurred by customers to use SVOD services,

5. Content: Describes the amount, quality, and suitability of content on the SVOD service,
6. Behavioral Intention: Describes the intention to subscribe to the SVOD service.
7. Social Isolation: Describes the sense of isolation that affects the use of SVOD services.

There is also a moderating variable of Corona Fear which is describe as the fear experience by customers during the COVID-19 pandemic period which is affecting the usage of SVOD services.

Table 1: Operational Variable Table

Variables	Description		
	Indicators	Code	Sources
Effort Expectancy	Ease of service operation	EE1	(Venkatesh et al., 2012)
	Easy to understand view	EE2	(Raza et al., 2021)
	Low learning curve	EE3	
Social Influence	Influence of important people	SI1	(Venkatesh et al., 2012)
	Influence of people who affect the user	SI2	(Raza et al., 2021)
	Influence of friends	SI3	(Fernández-Robin et al., 2019)
Facilitating Condition	Availability of resources	FC1	(Venkatesh et al., 2012)
	Knowledge for operation	FC2	(Raza et al., 2021)
	Compatibility of technology with services	FC3	
	Ease of getting operating assistance	FC4	
Price Value	Fairness of price	PV1	
	Expenses of value	PV2	(Venkatesh et al., 2012)
	Conformity of value to price	PV3	
Content	Amount of Content	C1	(Apriana Yusuf, 2019)
	Content Quality	C2	
	Content Suitability	C3	
Corona Fear	Risk of transmission	CF1	
	Short-term anxiety	CF2	(Raza et al., 2021)
	The unwillingness to leave the house	CF3	
Behavior Intention	Desire to use from the beginning	BI1	(Venkatesh et al., 2012)
	Desire to use in COVID-19 pandemic	BI2	(Raza et al., 2021)
	Desire to use SVOD as main entertainment	BI3	(Fernández-Robin et al., 2019)
Social Isolation	Feeling lonely	SI1	
	A sense of isolation	SI2	(Raza et al., 2021)
	Feeling isolated when with others	SI3	

3.2. Population & Sample

In this research, the researcher chose to use probability sampling technique. For the type of probability sampling used is Simple Random Sampling. Researchers will examine the sample in detail as follows, the sample lives in Indonesia and has used online streaming services (Netflix, HBO Go, Disney+ Hotstar, and VIU). It is estimated that there are around 7 million population of subscribers in Indonesia [4]. In getting the sample, the researcher will make several questions in the form of a questionnaire in accordance with the indicators that will be examined.

According to the book Multivariate Data Analysis (Hair, Black, Babin, & Anderson, 2014: 100), in determining the number of samples in general, researchers will not analyze the number of samples below 50, the number of samples is recommended to be at least 100. 5 times the number of variables to be studied, but it is recommended that the number of samples needed is 5 times the number of indicators studied. Based on the theory described above, the researchers decided to use a total of 125 samples in conducting this research. This figure is obtained

from 25 indicators multiplied by 5 times to get 125 samples.

3.3. Method

3.3.1. Data Collection

According to the previous journal regarding sampling methods in research designs [14] there are two types of sampling methods, namely probability sampling and non-probability sampling.

Probability sampling, in probability sampling, each element in the sampling frame has a known and non-zero probability of selection (i.e., the probability of being sampled), and random selection is used to select the elements. There are several types of probability sampling such as simple random sampling, systematic, stratified, and cluster.

Non-Probability sampling, in non-probability sampling, the elements of the population do not have a known or equal selection probability. Some elements have no chance of being selected, and some have an impossible-to-know probability of selection. This type of sampling, although limited in generalizability, is still useful for gathering information, particularly for exploratory purposes and qualitative investigations. There are several types of non-Probability sampling such as Convenience, Purposive, Quota, Snowball.

In this study, we will use probability sampling method, simple random sampling type

3.3.2. Data Processing and Analysis

The data used in this research will be primary data because the data collection process is carried out directly by the researcher [11]. Data from the questionnaire that has been collected will analyzed using Structural Equation Modeling (SEM) method through the SmartPLS (Partial Least Square) application. Analysis of SEM will use both Outer Model Measurement and Inner Model Measurement.

For outer model measurement we will use Validity test, and Reliability test. A questionnaire can be said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire [15]. Validity test can be measure using both Convergent Validity and Discriminant Validity.

Convergent Validity testing could be measure using both Loading Factor or Average Variance Extracted (AVE). An instrument is valid if the Loading Factor value is >0.7 and Average Variance Extracted (AVE) value of at least 0.5[16]. Discriminant Validity testing could be measure using Fornell-Lacker or Cross Loading. An instrument is valid if a latent variable has a correlation value higher than any other variable in Fornell-Lacker.

Reliability test is needed to ensure that the questionnaire measuring instrument used is reliable. The questionnaire can be declared reliable if the respondent's answers are always consistent from time to time in responding to questions or statements contained in the questionnaire.

In order to test the reliability of we will use both Cronbach's alpha and Composite Reliability. The standard value of Cronbach's alpha should be at least 0.60 to be considered acceptable [15]. Cronbach's alpha that is less than 0.60 is considered as low, 0.60 – 0.80 are considered as moderate, and 0.8 up to 1.00 are considered as very good. For Composite Reliability (CR) it need to be higher than 0.7 [16].

4. RESULT & DISCUSSION

4.1. Demographics

This study is using data collected through distribution of questionnaires online via Google Form. Questionnaires consist of 25 researches questions. The number of respondents after removing irrelevant data and missing data consist of 140 respondents.

Item	Characteristics	Frequency	Percentage
Gender	Male	90	64,29%
	Female	50	35,71%
Age	15-21	10	7,14%
	22-30	83	59,29%
	31-45	43	30,71%
	46-60	3	2,14%
	>60	1	0,71%
Marital Status	Single	89	63,57%
	Married	50	35,71%
	Divorced	1	0,71%
	Widowed	0	0,00%
Highest level of education	No Formal Education	0	0,00%
	Primary School	0	0,00%
	Junior Highschool	1	0,71%
	Senior Highschool	11	7,86%
	Bachelor	110	78,57%
	Masters/PhD	18	12,86%
No. of Dependent	No Dependent	90	64,29%
	1	21	15,00%
	2	11	7,86%
	3	11	7,86%
	4	6	4,29%
	>5	1	0,71%
Occupation	Student	9	6,43%
	Employees	110	78,57%
	Entrepreneur	16	11,43%
	Unemployment	5	3,57%
SVOD	Netflix	112	80,00%
	HBO Go	0	0,00%
	Disney+	18	12,86%
	Viu	10	7,14%
Spending of SVOD per month	< IDR 25.000	29	20,71%
	IDR 25.000 - IDR 50.000	36	25,71%
	> IDR 50.000	75	53,57%

Based on Table, we have concluded that most of the characteristic of respondent are Male (64,29%), age 22-30 (52,29%), single (63,57%), have a bachelor degree as highest education (78,57%), have no dependent (64,29%), and work as an employee (78,57%). Respondents also mostly use Netflix (80,00%), with majority spending more than Rp.50.000,00 / month (53,57%).

4.2. Outer Model Measurement

4.2.1. Construct Reliability & Validity

For the first construct test there are four indicators which have an outer loadings value less than 0.7. These indicators are BI1 (0.665), CF3 (0.610), FC2 (0.532), and FC4 (0.659). This resulted in excluding those four indicators from the research model.

Table 2: Characteristic of Respondent

Table 3: Construct Reliability and Validity

Variables	Code	Loading Factors	Cronbach's Alpha	Composite Reliability	AVE
Behavioral Intention (BI)	BI2	0.840	0.601	0.834	0.715
	BI3	0.851			
Content (C)	C1	0.796	0.821	0.892	0.734
	C2	0.859			
	C3	0.912			
Corona Fear (CF)	CF1	0.970	0.942	0.972	0.945
	CF2	0.974			
Effort Expectancy (EE)	EE1	0.858	0.796	0.879	0.707
	EE2	0.860			
	EE3	0.803			
Facilitating Condition (FC)	FC1	0.866	0.632	0.844	0.731
	FC3	0.843			
Price Value (PV)	PV1	0.715	0.765	0.852	0.659
	PV2	0.874			
	PV3	0.839			
Social Influence (SI)	SI1	0.879	0.789	0.876	0.702
	SI2	0.829			
	SI3	0.804			
Social Isolation (SIS)	SIS1	0.893	0.870	0.920	0.793
	SIS2	0.905			
	SIS3	0.872			

Based on result of calculation in Table 3 all other indicators are considered as reliable due to having a value of Cronbach's Alpha that is more than 0.6 and having a value of Composite Reliability that is more than 0.7. All other variables are considered as valid due to having a value Average Variance Extracted of more than 0.5.

4.2.2 Discriminant Validity Test

Based on Fornell-Larcker Criterion result all indicators have met the requirement because it has higher correlation value than other variables. Details of result could be seen in Table 4.

Table 4: Discriminant Validity

	Behavioral Intention	Content	Corona Fear	Effort Expectanc	Facilitating Condition	Price Value	Social Influence	Social Isolation
Behavioral Intention	0.846							
Content	0.444	0.857						
Corona Fear	0.278	0.156	0.972					
Effort Expectancy	0.288	0.263	0.041	0.841				
Facilitating Condition	0.224	0.517	0.131	0.393	0.855			
Price Value	0.350	0.690	0.132	0.283	0.452	0.812		
Social Influence	0.230	0.263	0.254	-0.038	-0.037	0.218	0.838	
Social Isolation	0.263	0.130	0.339	0.007	-0.097	0.034	0.358	0.890

4.3. Inner Model Measurement

4.3.1. R-Square

R² have a range value starting from 0 until 1. R² will explain how much the endogenous construct is influenced by the exogenous construct. There is a rule of thumb that stated R² of 0.75 (substansial), R² of 0.50 (moderate), and R² of 0.25 (Weak) [17]. Other than the rule of thumb there is also stated in other study that any field that tried to predict human behavior such as psychology, typically have the R² value of under 20% [18].

The R-Square adjusted for Behavioral Intention is 0.306, this means 30.6% of the BI variable is influence by Effort Expectancy, Social Influence, Facilitating Condition, Price Value,

Content, Corona Fear, and Social Isolation variables and 69.4% could be explain by other indicators.

4.3.2. Hypotheses Test

Hypothesis testing will be done using SmartPLS Bootstrapping with 500 itteration, Bias-Corrected and accelerated Bootstrap, one tailed with a significance level of 0.05 or P < 0.05 [19]. Result of Bootstrapping can be seen in Table 5.

Table 5: Hypotheses Test

	Coefficient	Sample Mean	T Statistics	P Values
H01	0,133	0,146	1,539	0,062
H02	0,028	0,031	0,333	0,370
H03	0,082	0,093	0,829	0,204
H04	-0,037	-0,022	0,337	0,368
H05	0,347	0,344	3,070	0,001
H06	0,172	0,191	2,041	0,021
H07	0,177	0,147	1,615	0,053
H08	0,041	0,038	0,455	0,324
H09	-0,225	-0,166	1,650	0,050
H10	-0,061	-0,032	0,567	0,285
H11	0,184	0,140	1,529	0,063
H12	0,054	0,036	0,616	0,269

H1: Effort Expectancy has a significant effect on Behavioral Intention.

The value of t-statistic is 1,539 has a lower value of 1,96 and P-value of 0,062 this means that Effort Expectancy has no significant effect. The coefficient value shows as 0,133 which means that Effort Expectancy has a positive effect on Behavioral Intention. This result means that Hypothesis 1 is not supported because Effort Expectancy has no significant positive effect on Behavioral Intention.

H2: Social Influence has a significant effect on Behavioral Intention.

The value of t-statistic is 0,333 has a lower value of 1,96 and P-value of 0,370 this means that Social Influence has no significant effect. The coefficient value shows as 0,028 which means that Social Influence has a positive effect on Behavioral Intention. This result means that Hypothesis 2 is not supported because Social Influence has no significant positive effect on Behavioral Intention.

H3: Facilitation conditions has a significant influence on the behavior of the intention to use SVOD.

The value of t-statistic is 0,829 has a lower value of 1,96 and P-value of 0,204 this means that

Facilitating Condition has no significant effect. The coefficient value shows as 0,133 which means that Facilitating Condition has a positive effect on Behavioral Intention. This result means that Hypothesis 3 is not supported because Facilitating Condition has no significant positive effect on Behavioral Intention.

H4: Price Value has a significant effect on Behavioral Intentions to use SVOD.

The value of t-statistic is 0,337 has a lower value of 1,96 and P-value of 0,368 this means that Price Value has no significant effect. The coefficient value shows as -0,037 which means that Price Value has a negative effect on Behavioral Intention. This result means that Hypothesis 4 is not supported because Price Value has no significant negative effect on Behavioral Intention.

H5: Content has a significant effect on Behavioral Intention.

The value of t-statistic is 3,070 has a higher value of 1,96 and P-value of 0,001 this means that Content has significant effect. The coefficient value shows as 0.347 which means that Content has a positive effect on Behavioral Intention. This result means that Hypothesis 5 is supported because Content has significant positive effect on Behavioral Intention.

H6: Social Isolation has a significant effect on Behavioral Intention.

The value of t-statistic is 2,041 has a higher value of 1,96 and P-value of 0,021 this means that Social Isolation has significant effect. The coefficient value shows as 0,172 which means that Social Isolation has a positive effect on Behavioral Intention. This result means that Hypothesis 6 is supported because Social Isolation has significant positive effect on Behavioral Intention.

H7: Effort Expectancy has a significant effect on Behavior Intention using SVOD moderated by Corona Fear

The value of t-statistic is 1,615 has a lower value of 1,96 and P-value of 0,053 this means that Effort Expectancy moderated by Corona Fear has no significant effect. The coefficient value shows as 0,177 which means that Effort Expectancy moderated by Corona Fear has a positive effect on Behavioral Intention. This result means that Hypothesis 7 is not supported because Effort Expectancy moderated by Corona Fear has no

significant positive effect on Behavioral Intention.

H8: Social Influence has a significant effect on Behavioral Intention moderated by Corona Fear

The value of t-statistic is 0,455 has a lower value of 1,96 and P-value of 0,324 this means that Social Influence moderated by Corona Fear has no significant effect. The coefficient value shows as 0,041 which means that Social Influence moderated by Corona Fear has a positive effect on Behavioral Intention. This result means that Hypothesis 8 is not supported because Social Influence moderated by Corona Fear has no significant positive effect on Behavioral Intention.

H9: Facilitating Condition has a significant effect on Behavioral Intention moderated by Corona Fear

The value of t-statistic is 1,650 has a lower value of 1,96 and P-value of 0,050 this means that Facilitating Condition moderated by Corona Fear has no significant effect. The coefficient value shows as -0,225 which means that Facilitating Condition moderated by Corona Fear has a negative effect on Behavioral Intention. This result means that Hypothesis 9 is not supported because Facilitating Condition moderated by Corona Fear has no significant negative effect on Behavioral Intention.

H10: Price Value has a significant effect on Behavioral Intention moderated by Corona Fear

The value of t-statistic is 0,567 has a lower value of 1,96 and P-value of 0,285 this means that Price Value moderated by Corona Fear has no significant effect. The coefficient value shows as -0,061 which means that Price Value moderated by Corona Fear has a negative effect on Behavioral Intention. This result means that Hypothesis 10 is not supported because Price Value moderated by Corona Fear has no significant negative effect on Behavioral Intention.

H11: Content has a significant effect on Behavioral Intention moderated by Corona Fear

The value of t-statistic is 1,529 has a lower value of 1,96 and P-value of 0,062 this means that Content moderated by Corona Fear has no significant effect. The coefficient value shows as

0,133 which means that Content moderated by Corona Fear has a positive effect on Behavioral Intention. This result means that Hypothesis 11 is not supported because Content moderated by Corona Fear has no significant positive effect on Behavioral Intention.

H12: Social Isolation has a significant effect on Behavioral Intention moderated by Corona Fear

The value of t-statistic is 0,616 has a lower value of 1.96 and P-value of 0,269 this means that Social Isolation moderated by Corona Fear has no significant effect. The coefficient value shows as 0,054 which means that Social Isolation moderated by Corona Fear has a positive effect on Behavioral Intention. This result means that Hypothesis 12 is not supported because Social Isolation moderated by Corona Fear has no significant positive effect on Behavioral Intention.

4.5. Discussion

With above result only H05 & H06 is supported by this study. This result means that the amount and quality of the content inside an SVOD have a positive and significant impact on customer Behavioral Intention of using that SVOD services. This also shown up in the highest usage of one type of brand, which is Netflix. Based on additional interview towards the respondents, The SVOD service provider seems to have a large number of catalog size out of the other services and therefore majority of respondents still using Netflix as their main primary SVOD service. This is also supported by previous study in Indonesia regarding the same research of finding factors that affected the intention to use SVOD, it is stated that content is the most significant factor in affecting behavioral intention to use SVOD services[12].

There are several managerial implications for that can be beneficial for SVOD service companies. First, SVOD service companies could increase their number of contents in both quality and quantity, this could be achieved by acquiring the rights of existing content from other production companies, or make a collaboration with other production companies in order to create exclusive contents that will only be shown in certain SVOD service.

Second, SVOD Service companies could analyze the existing data of their customer

preference in order to increase efficiency. Setting some standard view and reviewing periodically in order to give policy regarding removing or extending contents. This will reduce unnecessary cost due to maintaining uninterested content.

There is also another way of using existing data. It can be use in machine learning to create a future prediction of content that will be loved by the audiences. Produce contents will be more suitable to the majority of preferences.

Third, companies could set a special package for customer when government set social distancing policy, this could be done in the form setting a special price or discount if customer activated their location from set times such as weekends from afternoon until evening, this way customer could still be engaged towards the SVOD services even in isolation.

Social Isolation seems to also have a positive and significant impact on behavioral intention of using SVOD. This seems to be true, based on previous study that there are increase in customer consumption of entertainment at home [1]. It is also found out by additional interview that some respondents tend to watch movie at home through SVOD as another form entertainment due to the government limiting access outside of home through applying a lockdown or limiting access towards public places such as shopping malls, amusement park, and also other recreational places.

The most significant factor in affecting behavioral intention to use SVOD services seems to be Content & Social Isolation. Factors such as Effort Expectancy, Social Influence, Facilitating Condition, Price Value, and Corona Fear are not affecting significantly the behavioral to use SVOD services.

There are still some limitations to this study. First, in this study we still do not include the variable of user friendliness towards behavioral intention to use SVOD, even though Effort Expectancy have discussed indicators such as ease of service operation & easy to understand view, we still need to have research further to know if user friendliness affect behavioral intention to use SVOD. Second, Content in this study discuss regarding quantity, quality, and suitability, but we still have not research regarding the effect of scarcity towards behavioral

intention to use SVOD. Based on interview done to some of respondent it seems there some indication that scarcity play a role of people choosing one SVOD service over another, further research is need to confirm this.

5. CONCLUSION

The main objective of this study is to analyze those variables that will impact the behavioral intention to use a streaming services / video on demand / over the top media services in the pandemic condition by including the social isolation variable which is caused by COVID-19 pandemic, and also adding corona fear moderating variable in the modified model. The findings showed that Content and Social Isolation had positive and significant effect on Behavioral Intention of using SVOD.

This is reflected in the highest number of people that has been survey prefer to use Netflix over another brand. According to additional interview, respondent use Netflix due to the high number of shows to pick. Other brand maybe has higher quality of contents such as Disney+ Hotstar, but it seems that respondent said the number of shows inside it is limited. The last thing that respondent prefer in content is the suitability of show with the respondent taste, this is also the reason respondent use Netflix, because the high number of shows available will have the higher probability of some shows being suitable to the viewer's taste.

Another reason customer will tend to use SVOD services is due to the socially isolated condition, this is happening to most people in COVID-19 pandemic. Because of government social distancing policy, other type of entertainment such as theme parks, theaters, and other outside activity are currently being limited. This cause people to start using other means of entertainment such as SVOD which require no physical contact.

Suggestion that can be given based on results of this study are as the following:

1. SVOD company could increase the number of contents in their library by acquiring existing content or creating new original content by collaboration with production company.

2. SVOD company could use automatic system to review number of views for each content, this will determine which content should be remove, or extended in order to achieve cost efficiency.
3. SVOD company could use existing data and use machine learning in order to create prediction for creating future content that is more suitable to customer preference.
4. SVOD company could create special package that is related towards social distancing policies, customer could still be engaged with SVOD even though they are isolated.

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