Understanding Gen Z's Netflix usage in Indonesia: an Extended TAM perspective on willingness to subscribe

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Abstract

This research specifically focuses on exploring the subscription behavior of Generation Z towards Netflix. This demographic dominates streaming platforms, so understanding factors influencing subscription willingness is crucial in the digital entertainment industry. The study analyzes variables such as Perceived Usefulness, Perceived Ease of Use, Content Richness, Interactivity, and Perceived Price from the perspective of Generation Z in Indonesia. Utilizing the Structural Model with Partial Least Squares (PLS), online questionnaires were distributed through social media, garnering 300 responses. Findings reveal that Perceived Price, Perceived Usefulness, and Perceived Ease of Use significantly influence the Willingness to subscribe to Netflix among Generation Z in Indonesia. Interactivity positively impacts Perceived Usefulness, while Content Richness lacks a significant influence. These results underscore the importance for streaming providers like Netflix to ensure perceived value in pricing, prioritize user-friendliness, and leverage interactive features for an enhanced subscription experience. Aligning content with user preferences remains crucial for a nuanced understanding of the content-user relationship within the digital landscape, and this research introduces novelty by delving deeper into Generation Z's distinctive viewpoints regarding Netflix services in Indonesia.

Keywords*: content richness, interactivity, willingness to subscribe, perceived price, perceived usefulness, perceived ease of use*

Introduction

In the continually evolving digital era, communication and information technology have become primary drivers of change in how society accesses and enjoys entertainment (Naik, 2020). One significant transformation in the entertainment industry has occurred with the emergence of various online streaming platforms. This is evident in the shifting habits of the public, moving away from conventional television shows and turning to online streaming services such as YouTube, Prime Video, and Netflix. This phenomenon is closely tied to the adoption of Artificial Intelligence (AI) technology, which has begun to be integrated into various operational activities in this industry (Agarwal et al., 2022; Verganti et al., 2020; Dwivedi et al., 2021). The capability of AI to enhance service

performance efficiency, manage algorithms intelligently, and accurately understand consumer behavior has become a fundamental aspect of the transformation in this industry (Javaid et al., 2022; Ma & Sun, 2020).

An example of an online streaming platform leveraging AI technology is Netflix. As one of the largest online streaming platforms globally, Netflix has successfully integrated AI technology to increase the number of subscribers through an improved user experience (Song, 2021; Tibrewal et al., 2021). Netflix has provided a more personalized and interactive experience, including personalized content recommendations based on individual consumer behavior and improvements in search and navigation to ensure that consumers can easily find preferred content. In their research, Tibrewal et al. (2021) explained that Netflix can analyze consumer behavior and provide subscription package recommendations that align with their preferences. The significant adoption of AI technology by Netflix has transformed the services offered to consumers, potentially fostering emotional attachment with consumers (Puntoni et al., 2021). This emotional connection ultimately influences consumers to continue subscribing to Netflix's services.

Retaining consumers on a platform is essential for any company, with direct implications for maintaining stable company revenue (Al-zahrani, 2020). In other words, retaining subscribers contributes to the business's sustainability by ensuring a steady income. Furthermore, according to Kotler (2016), in his book "The Principle of Marketing Strategy," a company can reduce its marketing costs by retaining subscribers. This is because the marketing cost to acquire new customers can be five times higher than the cost to retain existing ones (Kotler, 2016). These implications underscore the absolute urgency to empirically investigate the willingness to subscribe more profoundly and comprehensively to Netflix's online streaming service, including the influencing factors.

Table 1. The Netflix subscriber count from Q4 2021 to Q2 2023.

Years	User Count
Q4 2021	221,84
Q1 2022	221,64
Q2 2022	220,67
Q3 2022	223,09
Q4 2022	230,75
Q1 2023	232,5
Q2 2023	238,39

Source: Databoks, 2023

According to a survey conducted by the Populix survey agency and released in July 2022, Netflix maintains its position as Indonesia's most favored and widely used video-on-demand application (Databoks, 2022). However, despite its popularity, Netflix has experienced a decline in subscribers during the post-pandemic period. This decline has been attributed to the government's relaxation of social distancing policies, prompting individuals to resume normal outdoor activities. Consequently, the time spent on Netflix has decreased, leading consumers to discontinue their subscriptions (Annur, 2023; Soldo & Schagerl, 2023; Yesil, 2020). Additionally, the growing number of emerging online streaming platforms has intensified competition within the industry (Mulla, 2022).

Each competitor strives to provide the best, distinct, unique, and impressive services, offering consumers diverse choices (Lu & Siegfried, 2021). In response to these dynamics, companies are compelled to establish a competitive advantage to differentiate themselves from competitors, ultimately enabling them to succeed in market competition and retain subscribers.

The landscape of consumer subscription decisions in the digital age is intricately woven with considerations of costs and services. Gupta & Singharia (2021) assert that the interplay between incurred costs and received services significantly shapes consumer willingness to continue subscribing. In this context, cost pertains to the price consumers pay to access the service (Ngaraj et al., 2021). Consumers are more likely to extend their subscription period when they perceive that the benefits outweigh the price paid (Lestari & Soesanto, 2020; Mantymaki et al., 2020). In other words, the perceived price by consumers can impact their willingness to subscribe to Netflix's online streaming service. This relationship is supported by previous studies conducted by Gunawan (2022), Hasan (2017), and Pritania et al. (2023), underscoring the significant influence of perceived price on the willingness to subscribe to online streaming services.

The inconsistent findings regarding the relationship between perceived price and willingness to subscribe add complexity to our understanding of consumer behavior in online streaming services. Nugroho et al. (2019) challenge the prevailing notion that perceived price uniformly dictates subscription decisions. Their study reveals a divergence, suggesting that the influence of perceived price is not straightforward. According to Nugroho et al. (2019), consumers in the online streaming landscape have distinct needs specifically met by individual platforms, diminishing the significance of price in their subscription decisions. This nuanced perspective highlights a critical gap in existing research, signaling that perceived price alone may not be the exclusive determinant of consumer willingness to subscribe. Future investigations should consider these multifaceted elements to enhance our understanding of digital subscription decision-making.

Consumers are more willing to extend their subscriptions when they perceive a service as highly useful or providing significant utility (Ahn & Lee, 2019). This phenomenon reflects the subjective evaluation of consumers regarding the anticipated value of their subscription and its alignment with the incurred cost. Perceived usefulness fosters a perception of added value, heightening consumers' inclination to allocate their financial resources to desired benefits (Tavitiyaman et al., 2022). Essentially, the higher the perceived usefulness by consumers, the more pronounced their willingness to extend their subscriptions. This observation aligns with findings from studies conducted by Park et al. (2016), Gunawan (2022), and Kang et al. (2014).

In the realm of online streaming services such as Netflix, the perceived utility is intricately tied to how well the service presents a variety of appealing content alternatives that align with consumers' needs and preferences (Adamczyk et al., 2022). Through diverse content, users can discover material that resonates with their preferences, resulting in a gratifying viewing experience (Mantymaki et al., 2020). This perception, in turn, acts as a catalyst or motivation for consumers to sustain their subscriptions to Netflix, as users perceive the subscription as providing access to a service of elevated value and utility for meeting their

entertainment needs. The positive correlation between content richness and perceived usefulness is also in line with the findings of the study conducted by Harini et al. (2022).

Moreover, consumers' perception of the utility of an online streaming service is significantly influenced by the level of interactivity the service offers (Camilleri & Falzon, 2021). When users can actively engage with the platform, they are inclined to perceive it as more useful (Bacile, 2020). Bacile (2020) elucidated in their research that intelligent recommendation features and personalized content empower a service platform to comprehend user preferences, presenting more relevant and engaging content. In the context of Netflix, this interactivity fosters a customized viewing experience tailored to individual tastes, imparting significant added value to users. In essence, the higher the interactivity provided by Netflix, the more elevated the consumer's perception of the platform's utility. This correlation also aligns with prior research by Cebeci et al. (2019) and Lestari & Soesanto (2020), which posit that interactivity positively and significantly impacts perceived usefulness, ultimately influencing consumer willingness to continue subscribing to a platform.

The degree of interactivity offered by Netflix indicates how effectively the platform provides a user-friendly service to its consumers (Lengyel, 2021). Consumers who perceive the service as easy to use view subscribing to it as a practical and efficient choice (Etminani-Ghasrodashti, 2022). The simplicity of the subscription process also creates a perception among consumers that accessing desired content is more readily achievable without significant hurdles (Yaacob & Md Saad, 2020). Essentially, the more effortlessly consumers can navigate and utilize the service, the higher their willingness to subscribe. This correlation aligns with the research findings conducted by Nugroho et al. (2019) and Pritania et al. (2023).

The aforementioned phenomenon can be comprehensively examined through the grand theory proposed by Davis (1989), known as The Technology Acceptance Model (TAM). This theory serves as the foundation for a widely utilized framework aimed at understanding and predicting users' acceptance and adoption of new technology. The model primarily centers on two key variables: perceived usefulness (PU) and perceived ease of use (PEOU). According to Davis (1989), perceived usefulness gauges the extent to which users believe technology will enhance their productivity or simplify their tasks. Additionally, Davis (1989) elucidates that perceived ease of use measures the extent to which users believe the technology is easy to use. With a more profound understanding of customer preferences, Netflix can continually innovate, expand, and sustain its business amidst growing competition by creating more captivating content that aligns with integrating new technology. This research specifically focuses on exploring the subscription behavior of Generation Z towards Netflix.

Previous research in this domain remains limited, primarily concentrating on diverse generational perspectives without specifically delineating Generation Z. Therefore, this study introduces novelty by delving deeper into the distinctive viewpoints of Generation Z regarding Netflix services in Indonesia. In a report, it is noted that Gen Z exhibits a higher preference for watching movies online compared to other generations, with a difference of approximately 27 percent. This suggests that younger generations are more inclined to use streaming

services more frequently. According to a survey by GWI, around 60% of Generation Z individuals carefully consider various factors before opting for streaming services, signifying a discerning approach in selecting services that cater to their needs. With a demographic that increasingly dominates the utilization of streaming platforms, gaining a profound understanding of the factors influencing their willingness to subscribe becomes crucial in the online streaming industry. By introducing the variable of content richness, interactivity, perceived price, perceived usefulness, perceived ease of use, and willingness to subscribe to Generation Z as a focal point, this research aims to provide a comprehensive and novel perspective that contributes to bridging the existing gap in understanding the dynamics of the online streaming industry.

The diversity in media content, as elucidated by Park et al. (2016), can positively impact users' perceptions of the platform's utility. In essence, when users encounter a variety of programs and films available on Netflix, they are more inclined to perceive Netflix as a beneficial and relevant entertainment solution that caters to their diverse entertainment preferences. The inherent availability of diverse content can inherently contribute to a positive influence on the perception of a media's utility (Park et al., 2016); Tseng and Teng (2014); Hasan, V. A. (2017); Gunawan, P. (2022), and Kang et al. (2014). With various choices, users can customize their entertainment experience to align with their preferences, fostering an environment accommodating a diverse audience. This aspect can be broadened on Netflix to include additional content, such as documentaries, TV shows, and various film genres. The greater the number of options provided to users, the higher the potential to cultivate a robust relationship between individuals and the platform. Lee & Lehto (2012) also affirm that the more diverse the content offered by a system, the more likely individuals are to perceive the system as something valuable. In the context of Netflix, the extensive diversity in content provided by this platform can enhance the Perception of Usefulness, as recognized in previous research. So, the hypothesis obtained:

H1: Content richness has a positive and significant influence on perceived usefulness

According to Liu and Shrum (2002), interactivity can be defined as the extent to which the potential for two-way communication occurs, either between individuals or between an individual and a platform, when utilizing various types of communication media. Interactivity, within the context of technology or systems, significantly influences perceived usefulness and can enhance user engagement in technology usage. When users feel actively involved in interaction with technology, they are more inclined to utilize various features and functionalities offered, aiding them in achieving their goals more effectively. Wu (2006) identifies interactivity as an external factor influencing perceived usefulness (PU) in technological innovation. Studies by Park et al. (2016) and Kang et al. (2014) also observe a positive impact of interactivity on perceived usefulness in their research on IPTV. Another study by Teo (2003) investigates the effect of the level of interactivity on user attitudes toward commercial websites, supporting the notion that interactivity has a positive impact on user attitudes toward websites, which can be interpreted as an increase in usefulness. So, the hypothesis obtained:

H2: Interactivity has a positive and significant influence on perceived usefulness

According to Liou et al. (2015), the perception of price, or perceived price, significantly influences consumers. When the price of a product/service exceeds the benefits derived from it, it can impact how customers, as consumers, adopt that service. Consumer perceptions of price also play a substantial role in assessing a product's quality and value (Zeithaml, 1988). Therefore, price serves as a crucial indicator in consumers' evaluations of the quality of a product/service. If customers feel that the subscription price for Netflix is too high, they may choose not to subscribe. However, if they perceive that the price offered on the Netflix platform aligns with the value and benefits they receive, they are more likely to subscribe. Fletcher (2020) found that individuals with higher entertainment expenditures are more willing to pay for subscriptions, indicating a positive correlation between spending and the desire to subscribe. Research (Gunawan, 2022) also asserts that perceived price positively and significantly impacts the willingness to subscribe to video streaming applications. So, the hypothesis obtained:

H3: Perceived Price has a positive and significant influence on Willingness to Subscribe

The perceived usefulness experienced by consumers is believed to exert a positive influence on individual subscription interest in Netflix. This perceived usefulness illustrates the extent to which users (consumers) perceive the benefits and utility of using the service in their lives and adopting the service will enhance the effectiveness and performance of the users. When users perceive that Netflix offers high perceived usefulness, including valuable features, quality content, and accessibility anytime, anywhere, they are more likely to subscribe to Netflix. Leong et al. (2011) demonstrate that perceived usefulness positively impacts the intention to adopt mobile entertainment. Additionally, perceived usefulness significantly influences the intention to use online platforms for watching movies (Basuki et al., 2021). A cause-and-effect relationship exists between perceived usefulness and the willingness to subscribe (Park et al., 2016). Research conducted by Hasan (2017), Gunawan (2022), and Kang et al. (2014) also yielded similar results, indicating that perceived usefulness positively influences the willingness to subscribe to media or video streaming applications. So, the hypothesis obtained:

H4: Perceived usefulness has a positive and significant influence on Willingness to subscribe

According to Sathye (1999), perceived ease of use influences consumers' interest in using a service and indicates their willingness to subscribe. In the context of Netflix, perceived ease of use refers to the extent to which individual consumers believe that using the Netflix platform will not require extra effort and will be free from difficulties. The perception of ease of use on Netflix can be observed in various aspects, such as the ease of operating the system/features, searching for content, and during actual usage. Perceived ease of use (PEOU) significantly impacts the intention to use online platforms for watching movies (Basuki et al., 2021). Several studies have found that perceived ease of use significantly influences subscription intentions, as indicated by Pritania & Mulia (2023), Kang et al. (2014), and Hasan (2017). Hasan (2017) also asserts that the perception of ease of use positively affects the willingness to subscribe to a movie

streaming application. So, the hypothesis obtained:
H5: Perceived Ease of Use has a positive and significant influence on Willingness to subscribe of Gen Z on Netflix.

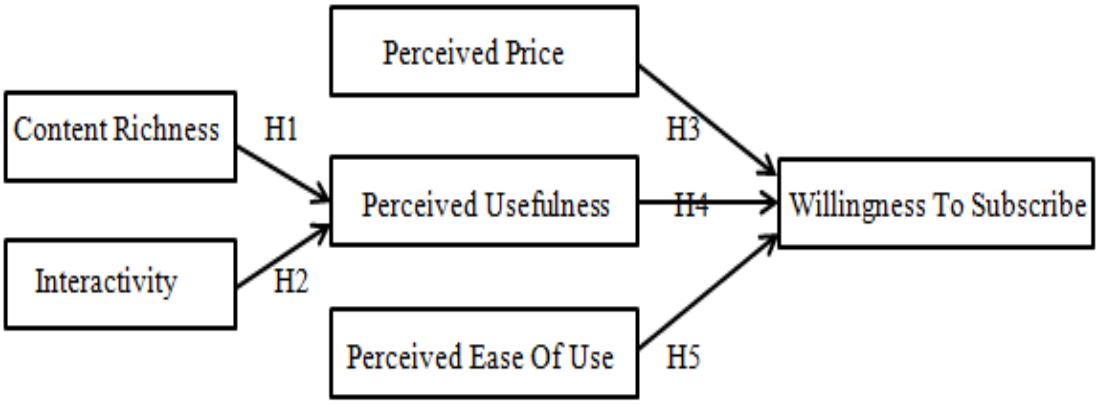

Figure 1. Research Conceptual

Research Methods

This research adopts a quantitative-explanatory approach, focusing on the population of Generation Z Netflix subscribers in Indonesia. The exact size of this population cannot be precisely determined. To determine the sample size, the study employs a purposive sampling technique, referencing the formula explained by Hair et al. (2019). This formula multiplies the number of variable categories by 5, 10, 15, and 20. Following this formula, the total number of samples taken in this research is 300 respondents. An online questionnaire was distributed through all the researcher's social media channels and various other online platforms, with specific sampling criteria applied: respondents must be Netflix users in Indonesia, aged between 11-26 years (Generation Z), and have subscribed to the Netflix app at least once. Data collection in this research utilizes an online questionnaire distributed through the Google Form platform, employing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis method used in this research involves descriptive statistical analysis and SEM-PLS analysis, assisted by SmartPLS 4 software. Given that this research explores relationships among various factors influencing Generation Z's willingness to subscribe to Netflix, SEM-PLS provides a flexible and effective tool for modeling such complexity. Three stages are performed in the SEM-PLS analysis: outer model analysis, inner model analysis, and hypothesis testing (Hair et al., 2019).

Result and Discussions

The characteristics of respondents reveal a notable representation of the older segment of Generation Z, aged 21-26, in their preferences for watching films on Netflix compared to the younger segment of Generation Z. This observation can be attributed to the greater independence and accessibility to devices, such as smartphones and computers, among the older Generation Z. These factors enable them to exercise more control over their entertainment

content choices, rendering them more inclined to subscribe to streaming services. The older Generation Z cohort has also developed a more mature and diverse taste in films, contributing to their active exploration of various content on Netflix. Additionally, their increased financial independence may contribute to subscribing to services like Netflix, possibly stemming from personal income or financial support.

Table 2. List of Indicators for The Study

No	Variable	Indicators	Source
1	Content richness	I find the content available on Netflix to be diverse. I am satisfied with the content provided by Netflix. I feel that I can learn a lot from the content available on Netflix	Park et al (2016)
2	Interactivity	I can choose the channels and links to use. I can control channel navigation. I can control the content I want to access on Netflix. I can quickly switch from one movie or show to another on Netflix. The system operates quickly according to my commands. The system responds well to my commands. I can actively use various services on the Netflix platform, such as watchlists, reviews, and recommendations. I can carefully observe details in the movies or shows I watch on Netflix. I can easily find results (movies or shows) from my previous views on Netflix.	Park et al. (2016)
3	Perceived price	The subscription price for Netflix is in line with the services offered. Movies and TV series on Netflix are interesting and correspond to my price. The Netflix subscription price is affordable and fits my budget. The subscription package price for Netflix is better and worth compared to similar services.	Auditya & Hidayat (2021)
4	Perceived usefulness	The paid Netflix app is more functional than free movie streaming apps. The paid Netflix app enhances and facilitates my entertainment activities compared to free movie streaming apps. The paid Netflix app provides more comfort when used compared to free movie streaming apps. I think Netflix is beneficial for me.	Juliandhono & Berliant o (2022)
5	Perceived ease of use	My interaction with the system is clear and understandable. Interacting with Netflix does not require much mental effort. In my opinion, Netflix is easy to use. I feel it is easy to find and watch the content I want on Netflix	Venkateshn Davis (2000)

6	Willingness to subscribe	I tend to subscribe to Netflix services. I tend to recommend Netflix to my friends. I tend to make additional purchases if optional services are needed	Park et al (2016)

Table 3. Sample Characteristics

Characteristics		Frequency	%
Age	11 - 15 years	4	1,33
	16 - 20 years	43	14,33
	21 - 26 years	253	84,33
Gender	Male	109	36,33
	Female	191	63,66
Job	Student/College Student	222	74
	Entrepreneur	11	3,66
	Civil Servant	5	1,66
	Other	62	20,66
How many hours do you spend watching movies in a day?	1-3 hours	217	72,33
	4-6 hours	75	25
	7-9 hours	4	1,33
	>9 hours	4	1,33
Cost for Entertainment (Watching movies and others) /month	0 - 250,000	238	79,33
	250,001 - 500,000	55	18,33
	500,001 - 750,000	5	1,66
	> 750,000	2	0,66
What device do you use to watch Netflix?	Handphone	187	62,33
	Laptop	86	28,66
	Tablet	16	5,33
	TV	11	3,66

Females exhibit greater engagement in watching Netflix films than males, with genre preferences significantly contributing. Notably, females often lean towards genres such as drama, romance, and comedy, which resonate more with their preferences. The data underscores the substantial percentage of respondents selecting these genres for viewing. Additionally, females actively share film recommendations on social media, with suggestions from friends or influencers they follow exerting an influential role in shaping their viewing choices. Lastly, females may allocate a higher proportion of their leisure time to watching films than males. The confluence of these factors collectively elucidates the higher film consumption rate among females.

Most respondents in this study belong to Generation Z, particularly students. This prevalence may be attributed to students having more leisure time than the working generation, potentially benefiting from a more flexible schedule that allows for pursuits such as watching Netflix. Additionally, students typically possess advanced skills in using electronic devices, including those employed for streaming services, increasing the likelihood of having access to platforms like Netflix. Research specifically targeting Generation Z is likely to attract respondents from this age group, predominantly students. This focus may contribute to the overrepresentation of students in the study.

Users who spend 1-3 hours watching Netflix (light users) may comprise individuals with busy schedules, family responsibilities, or numerous other

commitments, perceiving Netflix as a form of light entertainment during their spare time. Those dedicating 4-6 hours to watching films likely have more leisure time than light users and enjoy diverse content. Meanwhile, users devoting 7-9 hours or more to Netflix viewing can be classified as "Happy Users" who derive significant enjoyment from this form of entertainment. They either appreciate the platform's diverse content or use it to fill their leisure time with films and TV shows. The factors influencing time usage encompass individual needs, preferences, and time availability, showcasing variations in preferences and lifestyles among different Netflix users.

A predominant portion of Generation Z utilizes their smartphones to watch Netflix due to the high portability of these devices, enabling users to enjoy Netflix content anywhere and at any time. This convenience is particularly beneficial for on-the-go entertainment or during travel. Moreover, as individuals typically keep their phones easily accessible, accessing Netflix becomes exceptionally convenient without needing an additional device. Acknowledging that viewing device preferences may vary across different generations is crucial. Generation Z's immersion in digital technology makes them more inclined to use phones for entertainment, considering them a familiar and comfortable device, even with smaller screens. Conversely, Generation Y and older generations may prefer devices with larger screens like laptops, tablets, or TVs to enhance their viewing experience with a more extensive and detailed display.

This study employed Structural Equation Modeling (SEM) with Partial Least Squares (PLS), supported by SmartPLS 4 software, for data analysis. The research model underwent evaluation through three stages: outer model analysis, inner model analysis, and hypothesis testing for the study constructs. The outer model analysis aimed to assess the validity and reliability of latent variable constructs. Validity was determined by examining the factor loading values, with indicators considered valid and robust if the loading factor coefficients exceeded 0.6. This criterion applied to all loading factor values for the measured construct variables. Table 4 illustrates that the reflective measurements in this study demonstrated high validity, as indicated by significant correlation values for each item in all variables. All these items exhibited factor loading values exceeding 0.60 for the evaluated construct variables, suggesting that all research items are valid and strongly associated. The validity test results received further support through the Average Variance Extracted (AVE) test, which specifies that indicators in this study are considered valid if the AVE values surpass 0.50. This criterion is consistent with prior research by Hair et al. (2019) and Ghozali and Latan (2012). In this study, all variables—content richness, interactivity, perceived price, perceived usefulness, perceived ease of use, and willingness to subscribe—displayed AVE values exceeding 0.50, confirming their validity.

The convergent validity of the external model measurement is evaluated through three distinct approaches. Firstly, each Average Variance Extracted (AVE) for the constructs surpasses the threshold of 0.5, confirming satisfactory convergence. Secondly, each construct's Composite Reliability (CoR) must exceed 0.7 to be considered robust and reliable. Lastly, the factor loadings are recommended to exceed 0.7 to meet optimal standards and indicate a strong level of convergent validity (Hair, 2019).

Table 4. Validity and Reliability

Construct	Factors loadings	Cronbach Alpha	Composite Reliability	AVE	Interpretation
CR.1 <- CR	0.863				Valid
CR.2 <- CR	0.851	0.796	0.880	0.710	Valid
CR.3 <- CR	0.814				Valid
IA.1 <- IA	0.793				Valid
IA.2 <- IA	0.801				Valid
IA.3 <- IA	0.794				Valid
IA.4 <- IA	0.777				Valid
IA.5 <- IA	0.773	0.919	0.933	0.607	Valid
IA.6 <- IA	0.809				Valid
IA.7 <- IA	0.780				Valid
IA.8 <- IA	0.739				Valid
IA.9 <- IA	0.744				Valid
PEOU.1 <- PEOU	0.840				Valid
PEOU.2 <- PEOU	0.775	0.812	0.877	0.640	Valid
PEOU.4 <- PEOU	0.772				Valid
PEUO.3 <- PEOU	0.811				Valid
PP.1 <- PP	0.830				Valid
PP.2 <- PP	0.796	0.812	0.877	0.640	Valid
PP.3 <- PP	0.816				Valid
PP.4 <- PP	0.757				Valid
PU.1 <- PU	0.790				Valid
PU.2 <- PU	0.848	0.836	0.891	0.671	Valid
PU.3 <- PU	0.828				Valid
PU.4 <- PU	0.808				Valid
WTS.1 <- WTS	0.877				Valid
WTS.2 <- WTS	0.852	0.793	0.879	0.708	Valid
WTS.3 <- WTS	0.792				Valid

Based on the provided explanation, it can be concluded that all items used in this study exhibit good convergent validity. Further details and specific values are outlined in Table 4.

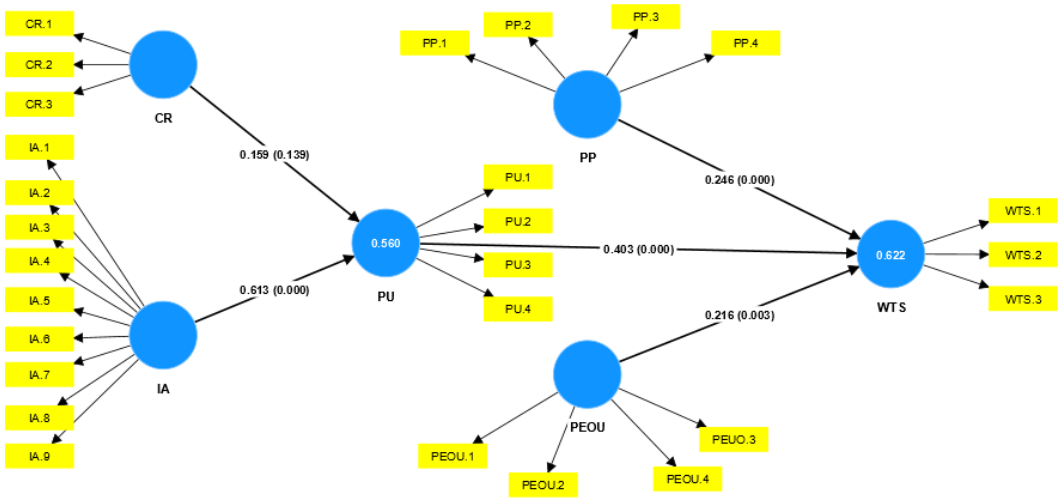

Figure 2. Bootstrapping Result

The factor analysis results reveal that the cross-loadings among indicators within a construct are higher than the cross-loadings with indicators from other constructs. This indicates that each construct has unique characteristics, enhancing discriminant validity for each item in this research. As a result, it can be affirmed that all measurement items in this model are valid and reliable tools for representing the underlying theoretical constructs.

Table 5. Cross Loading result of factor analysis

	CR	IA	PEOU	PP	PU	WTS
CR.1	0.863	0.698	0.675	0.566	0.590	0.506
CR.2	0.851	0.632	0.611	0.552	0.540	0.488
CR.3	0.814	0.714	0.638	0.483	0.523	0.467
IA.1	0.683	0.793	0.667	0.482	0.519	0.458
IA.2	0.672	0.801	0.660	0.535	0.590	0.531
IA.3	0.595	0.794	0.615	0.478	0.526	0.419
IA.4	0.657	0.777	0.619	0.495	0.602	0.494
IA.5	0.626	0.773	0.658	0.592	0.609	0.531
IA.6	0.617	0.809	0.671	0.558	0.642	0.586
IA.7	0.642	0.780	0.659	0.552	0.589	0.488
IA.8	0.621	0.739	0.545	0.507	0.511	0.429
IA.9	0.560	0.744	0.621	0.503	0.590	0.481
PEOU.1	0.608	0.677	0.840	0.543	0.615	0.597
PEOU.2	0.570	0.632	0.775	0.559	0.516	0.495
PEOU.4	0.638	0.695	0.772	0.521	0.612	0.528
PEUO.3	0.622	0.615	0.811	0.628	0.659	0.588
PP.1	0.459	0.515	0.568	0.830	0.600	0.590
PP.2	0.639	0.646	0.627	0.796	0.576	0.526
PP.3	0.436	0.510	0.530	0.816	0.630	0.543
PP.4	0.504	0.488	0.529	0.757	0.560	0.563
PU.1	0.490	0.559	0.555	0.604	0.790	0.565
PU.2	0.539	0.656	0.638	0.596	0.848	0.585
PU.3	0.582	0.662	0.653	0.620	0.828	0.625
PU.4	0.531	0.549	0.613	0.603	0.808	0.670
WTS.1	0.511	0.575	0.629	0.617	0.648	0.877
WTS.2	0.507	0.495	0.592	0.563	0.647	0.852
WTS.3	0.440	0.530	0.522	0.576	0.589	0.792

Hypothesis testing functions to determine whether a hypothesis can be accepted or not. This assessment is based on evaluating path coefficients at a significance level of 5%, indicating a probability significance level of ≤0.05 (α=5%). In Table 4, the results show that the significance values for the influence of Content Richness (CR) and Perceived Usefulness (PU) are 0.139, which is more than 0.05 (H1). Therefore, H1 is considered not supported. The analysis of the influence of Interactivity (IA) on Perceived Usefulness (PU) has a p-value of 0.000, which is below 0,05 (H1). This result reveals that H2 is supported. In regards to the analysis of the influence between Perceived Price (PP), Perceived Usefulness (PU), and Perceived Ease of Use (PEOU) on Willingness to Subscribe (WTS) have p-values less than 0.05, which indicates that H3, H4, H5 remains supported.

Table 6. R^2 and Adjusted R^2

Variable	R-square	R-square adjusted
PU	0.560	0.557
WTS	0.622	0.618

Table 7. Summary of hypotheses testing result

Hypothesis	**Path**	**Path coefficient**	**P-value**	**Result**
H1	CR -> PU	0.159	0.139	Not Supported
H2	IA -> PU	0.613	0.000	Supported
H3	PP -> WTS	0.246	0.000	Supported
H4	PU -> WTS	0.403	0.000	Supported
H5	PEOU -> WTS	0.216	0.003	Supported

In the context of the research object, Netflix, the analysis reveals a noteworthy finding concerning the relationship between Content Richness and Perceived Usefulness. Contrary to the expectations derived from the Technology Acceptance Model (TAM) and previous studies (Park et al., 2016; Tseng and Teng, 2014; Hasan, 2017; Gunawan, 2022; and Kang et al., 2014), Content Richness does not exhibit a significant effect on Perceived Usefulness.

This deviation can be interpreted by scrutinizing the nuanced interplay between the variety of content offered by Netflix and individual user preferences. Despite Netflix's provision of a diverse range of content encompassing movies, series, and documentaries across various genres, the user experience seems to hinge on the alignment of this diversity with individual preferences. The loading factor values for the Content Richness variable substantiate this observation, with the indicator related to content diversity (CR.1) exhibiting the highest value among other indicators. In essence, while consumers acknowledge the platform's diverse content, this diversity alone does not necessarily alter their perception of Netflix's usefulness.

A crucial insight derived from this finding is that consumers, particularly those with low perceived usefulness, may perceive that the platform does not adequately meet their needs despite the diverse content offerings. This discrepancy challenges the conventional belief in the positive relationship between Content Richness and Perceived Usefulness within the context of online streaming services, as suggested by previous studies. The research indicates that, for platforms like Netflix, the mere provision of diverse content may not enhance perceived usefulness, emphasizing the importance of aligning content diversity with individual user preferences for a more personalized and impactful user experience.

The identified positive and significant relationship between interactivity (IA) and perceived usefulness (PU) on Netflix is a robust cornerstone, enabling users to extract maximum benefits from this streaming platform. The magnitude of interactivity directly correlates with the potential for users to perceive Netflix as an exceedingly helpful service. This heightened interactivity is exemplified through Netflix's implementation of algorithmic systems adept at discerning consumer preferences, fostering the perception that Netflix is a valuable streaming service platform.

The active engagement facilitated by the platform, mainly through users' interactions with the algorithmic systems, reinforces the notion that Netflix is an

efficient and effective tool for satisfying entertainment needs. This sentiment is underscored by the highest outer loading value associated with indicator IA.6, emphasizing the system's proficiency in complying with consumer commands. These findings align with and reinforce prior research conducted by Park et al. (2016) and Kang et al. (2014), which corroborate that interactivity positively impacts perceived usefulness.

The positive relationship between interactivity and perceived usefulness elucidates the pivotal role of user engagement and the platform's responsiveness in shaping users' perceptions of Netflix as a valuable and beneficial streaming service. These findings contribute to a deeper understanding of the dynamics between interactivity and perceived usefulness within online streaming platforms, emphasizing the importance of interactive features in enhancing user satisfaction and utility.

The identified positive and significant relationship between perceived price and willingness to subscribe on Netflix underscores a crucial dynamic: users are more inclined to subscribe when they perceive that the subscription cost aligns with the value they receive. When users believe that the price paid corresponds to the quality of content, diverse content choices, and additional features offered, their likelihood to subscribe increases substantially. This positive and significant relationship indicates that a well-considered pricing strategy that aligns with the perceived value provided by the service can strongly influence users' subscription decisions.

If Netflix successfully delivers high-quality content and desirable features at an affordable subscription price, it fosters a positive perception among users. When accompanied by corresponding perceived value, an increase in perceived price becomes a critical factor in enhancing users' willingness to subscribe and cultivate loyalty. These findings resonate with Fletcher's (2020) and Gunawan's (2022) research, reinforcing that the interplay between perceived price and value is pivotal in shaping users' decisions to subscribe and engage with streaming services.

The established positive and significant relationship between perceived usefulness and willingness to subscribe on the Netflix service platform underscores the pivotal role of perceived utility in influencing users' subscription decisions. Perceived usefulness captures the extent to which users perceive the service as an effective and beneficial tool in meeting their needs and preferences. When users perceive the platform as offering significant benefits, easy access to high-quality and diverse content, and the ability to meet their expectations, their willingness to subscribe experiences a notable boost.

Perceived usefulness instills confidence among users that subscribing will furnish added value and solutions aligned with their entertainment needs. The positive findings regarding the relationship between perceived usefulness and willingness to subscribe align harmoniously with prior research conducted by Hasan (2017), Gunawan (2022), and Kang et al. (2014). This consistency in results across studies reinforces the notion that the perceived utility of a streaming service is a critical determinant in users' decisions to subscribe, signifying its significance in the dynamic landscape of online streaming platforms.

The observed positive and significant relationship between perceived ease of use and willingness to subscribe in subscription services, exemplified by

platforms like Netflix, underscores the substantial influence of ease of use on users' subscription intentions. Perceived ease of use encompasses how users perceive the subscription process—whether it is simple, fast, and uncomplicated. A high perceived ease of use can instill confidence in users that accessing and enjoying the service will be straightforward, without unnecessary complexities. The desire to subscribe is heightened because the process is perceived as time-efficient and devoid of frustration.

The positive and significant relationship established in this context positions enhancing user-friendliness as a strategic avenue to boost subscription intent. By prioritizing and optimizing the ease of use, subscription services like Netflix can encourage more users to consider and commit to subscriptions. These findings find support in research conducted by Pritania & Mulia (2023), Kang et al. (2014), and Hasan (2017), further validating the importance of perceived ease of use in shaping users' willingness to subscribe to online streaming services.

The research findings have several significant theoretical implications. The identified relationship between content richness (CR) and perceived usefulness (PU) underscores the complexity of the connection between content and user perceptions, yielding novel insights distinct from prior research. User preference variability and the constant evolution of content by Netflix may obscure this relationship. Additionally, external factors such as competition with other streaming platforms and industry trends may also influence how users assess the usefulness of content. The results indicating a positive and significant influence of interactivity (IA) on perceived usefulness (PU) provide strong support for the importance of interactive features in enhancing user experience on streaming platforms like Netflix. Theoretical implications affirm previous research findings and highlight how user participation can enhance perceptions of product usefulness.

From a managerial standpoint, the finding that perceived price (PP) is positively and significantly related to willingness to subscribe (WTS) offers crucial guidance for streaming service providers like Netflix. Improving customer perception of pricing commensurate with the benefits provided is critical to motivating and retaining subscribers. Moreover, results indicating the positive and significant influence of perceived usefulness (PU) and perceived ease of use (PEOU) on willingness to subscribe (WTS) underscore the importance of ensuring that streaming services like Netflix are user-friendly and beneficial. This implies the importance of providing a user-friendly interface, features supporting efficient content search and recommendations, and responsive customer service to maintain and attract new customers.

This research contributes innovative knowledge by exploring the subscription willingness of Generation Z, a dominant and frequent streaming service user. Understanding Generation Z's preferences and behaviors regarding streaming services can inform future business strategies. Expanding content aligns with their preferences, developing interactive features, and leveraging social media marketing can be considered. Companies should also prioritize enhancing user experience, utilizing data analytics, and collaborating with popular content creators among Generation Z.

Conclusion

In summarizing the findings of this research, the analysis reveals several key insights related to the factors influencing customers' willingness to subscribe to Netflix services. Firstly, the relationship between content richness (CR) and perceived usefulness (PU) was identified as positive, although not statistically significant. This highlights the complexity of measuring the correlation between content variability and usefulness perceptions in the context of Netflix. On the other hand, interactivity (IA) demonstrated a strong and significant influence on perceived usefulness, enhancing customer satisfaction. Furthermore, perceived price (PP) was also found to have a positive and significant association with customers' willingness to subscribe to Netflix, indicating that the subscription price is perceived as commensurate with the benefits provided.

Lastly, perceived usefulness (PU) and perceived ease of use (PEOU) also exhibited positive and significant effects on the willingness to subscribe, aligning with the Technology Acceptance Model (TAM) theory on technology adoption. These findings suggest that users who perceive Netflix services as beneficial and easy to use are more inclined to subscribe. These results provide valuable insights into the factors influencing customer decisions in the context of streaming services such as Netflix.

Future research is recommended to identify different customer segments concerning their willingness to subscribe to Netflix. Whether there are significant differences between generations, viewing preferences, or price preferences. It is suggested for further research to utilize qualitative research methods to understand customer motivations in subscribing to this service. Consider aspects that have not been extensively elaborated, such as entertainment, convenience, personalized recommendations, or exclusivity in Netflix content offerings that may motivate customers to subscribe to this service.

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