

ABSTRAK

Pandemi telah memberikan batasan mobilitas dan menimbulkan perubahan gaya hidup bagi semua orang, termasuk perubahan cara menikmati tayangan video seperti film, serial televisi, acara olahraga dan lainnya. Penelitian ini bertujuan untuk meningkatkan pelanggan layanan *video on demand* dengan meneliti variabel fleksibilitas, konten, persepsi kemudahan penggunaan dengan mediasi persepsi harga. Penelitian ini menggunakan 188 data yang diperoleh dari kuesioner *online* yang mencakup responden dari Jakarta, Depok, Tangerang dan Bekasi. Metode penelitian ini menggunakan metode kuantitatif dengan teknik *Partial Least Square (PLS) - Structural Equation Modeling (SEM)* dengan program Smart PLS 3.0. Hasil dari penelitian ini membuktikan bahwa fleksibilitas, konten, persepsi kemudahan penggunaan dan persepsi harga memengaruhi minat berlangganan secara signifikan. Namun, dari semua variabel tersebut, hanya persepsi harga yang memengaruhi minat berlangganan secara negatif. Sedangkan persepsi harga terbukti dapat memediasi konten dan persepsi kemudahan penggunaan secara positif dan signifikan.

Kata kunci—*fleksibilitas, konten, persepsi kemudahan penggunaan, persepsi harga, video on demand, minat berlangganan, Subscription based Video on Demand (SVOD), competitive mediation*



ABSTRACT

The pandemic has caused some limitations on mobility and changed everyone's lifestyle, including on how to enjoy videos such as movies, television series, sport events and else. This study aims to boost the subscribers of video on demand service by examining the effects of flexibility, content and perceived ease of use mediated by perceived price. This study used 188 data obtained from an online questionnaire which the respondents are those who live in Jakarta, Depok, Tangerang and Bekasi. The research used quantitative methods with the Partial Least Square (PLS) - Structural Equation Modeling (SEM) technique with the Smart PLS 3.0 program. This study proved that flexibility, content and perceived ease of use significantly affected subscription intention. However, perceived price negatively affected subscription intention. Yet, perceived price was proven to be able to mediate content and perceived ease of use in a positive and significant way towards the subscription intention.

Keywords—*flexibility, content, perceived ease of use, perceived price, Subscription based Video on Demand (SVOD), subscription intention, competitive mediation.*

